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International Youth Foundation

*Page 1 of 15***FACSIMILE TRANSMISSION COVER SHEET**

Please call (616) 969-0033 with transmission difficulties

Date: *3 March 1993***Fax:** *202-456-6420***To:** *Susan Stroud***From:** *Don Mohanlal, Chief Operating Officer***Directions:**

Mr. Dick Schubert, President of the Points of Light Foundation and Chairman of the Board of Directors of the International Youth Foundation (IYF), has asked me to fax to you the 26 January press release announcing the formation of Heal L.A. and additional background information on IYF.

Should you have any questions or need additional information, please do not hesitate to call me at (616) 969-0033.

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1-800-HEAL-123 (FOR DONATIONS ONLY)

HEAL L.A.

**HEAL L.A. TO MOBILIZE SUPPORT FOR CHILDREN
IN DISADVANTAGED LOS ANGELES AREAS**

**First phase of national initiative of the Heal the World
and International Youth Foundations
to be co-chaired by Michael Jackson and Jimmy Carter**

LOS ANGELES (January 26) - Reinforcing the importance of President Clinton's Inaugural call for Americans to care for one another, the Heal The World Foundation and the International Youth Foundation today announced a plan to provide support to children living in disadvantaged areas of American cities.

Already active in numerous foreign countries, the two foundations will focus their first domestic project, "Heal L.A.", in Los Angeles. This unprecedented collaborative effort for children, and the national program -- "Heal Our Children" -- that will follow, is co-chaired by Michael Jackson and former U.S. President Jimmy Carter, founders of the non-profit Heal The World Foundation and Carter Center in Atlanta, Georgia, respectively.

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January 26, 1993
FOR IMMEDIATE RELEASE

HEAL L.A. program announced, page 2

Significant resources have been committed by several major organizations including Heal The World, the International Youth Foundation, the BEST Foundation, the National Football League, and Frito-Lay.

To develop an action plan for children in disadvantaged areas of L.A. -- including South Central and East L.A. areas -- an initial coalition of L.A.-based providers of children's services, enhanced by national youth-serving organizations, has emerged to undertake three initial programs in the first year:

- Drug Prevention and Education - The BEST foundation, in response to NFL and Frito-Lay gifts, has pledged \$500,000 through Heal L.A. to implement their comprehensive and proven drug prevention and education curriculum in L.A. schools. Through this effort, BEST and Heal L.A. will reach at least 72,000 children aged 7-15 in the first year. The BEST program will be complemented by the introduction of the Partnership for A Drug Free America's new youth-oriented Inner-City Program;
- Immunization - 15,000 children will receive vaccines during the first year as the result of an effort led principally by the Los Angeles Immunization Coalition. The Coalition is comprised of AltaMed Services Corporation, Watts Health Foundation and the Asian Pacific Health Care Venture and others. Heal L.A. will involve national organizations, such as the Carter Center and the Children's Action Network National Immunization Campaign to help accomplish this critical goal; and

HEAL L.A. program announced, page 3

- Mentoring - Established national youth mentoring organizations including The One to One Partnership, Big Brothers/Big Sisters of America, Cities in Schools, Education First!, their local counterparts, other L.A.-based mentoring organizations and a consortium of local universities, religious institutions, corporations, and civic organizations are committed to working with the Los Angeles Unified School District to develop 3,000 new mentoring relationships building upon a model effort already working at Horace Mann Middle Junior High School in South Central Los Angeles.

Each aspect of the first phase of the Heal L.A. project is planned to be underway by April 29, one year after the civil disturbances began in Los Angeles. Each of these, as well as numerous additional program goals, will be attained within one year thereafter.

The financial commitments announced today will initially target achievement of the first three program areas of the Heal L.A. initiative.

Implementation of these three program efforts will rely upon local expertise and experience. It is anticipated that the coalition undertaking the initial three programs will evolve into an entity that will develop a five-year strategic plan and budget that empowers children and their community to optimize their eventual chances of becoming self-sufficient.

HEAL L.A. program announced, page 4

Additional program components may include (but are not limited to) building housing for families of homeless children, an inner-city youth service corps, a campaign to encourage young fathers of children to acknowledge their paternal responsibilities, inner-city youth academies, and others.

The Mayor's Office, Rebuild L.A., and many other community organizations have warmly embraced this unique children's strategy and have agreed to assist in the planning and implementation of the undertaking.

Michael Jackson made available more than \$1 million to initiate the Heal The World effort, and has dedicated all of his proceeds from the sale of the "Heal The World" single and video to support Heal L.A.'s delivery of relief services to Los Angeles children.

The NFL and Frito-Lay are also contributing \$100,000 each to kick-off Heal L.A. through the Heal The World Foundation. These gifts have, in turn, leveraged the BEST Foundation commitment of \$500,000.

Given these financial commitments, the International Youth Foundation announced that it would provide matching funds of up to \$1 million for those programs qualifying under International Youth Foundation funding criteria.

In lieu of any compensation for his Super Bowl halftime appearance, Michael Jackson requested that the NFL provide national and international television visibility for the powerful message of both

HEAL L.A. program announced, page 5

"Heal The World" and the new "Heal L.A." initiative. This exposure, in the form of a televised 30 second public service announcement immediately following Michael's Super Bowl performance, will be of inestimable value.

Additional funding to complete the comprehensive year-long project is being sought through a national campaign to encourage individuals to make donations by calling 1-800-HEAL-123 toll-free. Applications will also be made to corporations and foundations for funding.

President Carter commented, "Heal L.A. will reach out to perhaps the neediest and most underserved population in this country — children. In addition to my personal participation in Michael Jackson's extraordinary initiative, The Atlanta Project will explore ways to work with Heal Our Children, beginning with Heal L.A., to assist children all over the country."

Michael Jackson responded that "I am so proud to have former President Jimmy Carter join me in this important effort. The Heal L.A. strategy is complementary to the Carter Center's Atlanta Project which helps people in U.S. inner cities take control of their own lives. I look forward to working alongside the President to merge our ideas and resources to brighten children's lives."

In Los Angeles and in each city which follows, the Heal Our Children framework will include three major elements:

- Raising public awareness and assessing the needs of a particular city's children;

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- Development of a one-year plan for concrete accomplishments; and
- Development, by the end of the first year, of a five-year plan to expand the efforts within each community to enable those most affected to sustain the programs begun or enhanced during the first year of the effort.

The short term stimulus of "Heal L.A." and similar projects in major American cities will help to accelerate the opportunities for long-term benefits, notably in cooperation with the Carter Center's "Atlanta Project."

The Atlanta Project, a non-profit initiative of The Carter Center, was launched in late 1991 to mobilize volunteers to fight poverty and related social ills in urban communities, including homelessness, teen pregnancy, crime, drug abuse, and unemployment. The Atlanta Project hopes to serve as a model for similar programs across the country.

Founded in 1990, the International Youth Foundation is dedicated to improving conditions and prospects for the world's children and youth. It represents the coming together of leaders from many nations to identify and support programs "that work" and are making a profound and lasting difference in the lives of young people.

Heal L.A. represents the International Youth Foundation's first initiative in the U.S. and the starting point for this vital new partnership, not only in the U.S., but in other countries around the world.

HEAL L.A. program announced, page 7

As part of IYF's global network of partner organizations, Heal L.A. will be exposed to hundreds of successful programs being identified by the Foundation around the world. Likewise, successful approaches being implemented in Los Angeles will be shared internationally.

Under the leadership of Michael Jackson, the Heal the World Foundation stands behind a similar mission to heal the world's problems by addressing issues related to, or involving children.

As operating partners, Heal The World Foundation and the International Youth Foundation will serve as catalysts working with leaders in Los Angeles to address the urgent needs of children and youth within the city.

United with a shared global vision, the Heal the World Foundation, the International Youth Foundation and the Carter Center will work toward creating a better present and future for our children. The ultimate goal of these efforts will be to try to create a healthy, safe and happy environment for children in Los Angeles and other cities, while supporting existing local organizations, and empowering communities to address these problems in a meaningful, ongoing fashion. Additional elements will be incorporated to induce Americans to focus on what can be accomplished when participants from every sector come together for the express purpose of healing one city through the healing of our children.

#

INTERNATIONAL YOUTH FOUNDATION

The International Youth Foundation (IYF) was established to bring worldwide support to the many exceptional local efforts that are changing young lives in every corner of the globe.

Though great progress has been made in keeping more children alive, an ever greater proportion of them are growing up with little education, job training, productive employment--or hope. Yet in many communities around the world, innovative programs are meeting these vital needs. The challenge, then, is to magnify the scale of such efforts, to bring their benefits to more young people.

The International Youth Foundation is a means to that ambitious end. For young people between the ages of five and twenty, IYF identifies effective programs and brings those programs to the attention of corporations and other donors. To do so, IYF draws on the local expertise of a worldwide network of affiliated foundations to ensure that the best programs are both identified and expanded.

The product of more than two years of work by some 300 leaders in business, philanthropy, education, government and social service, IYF was established in 1990. Today, with unprecedented support from its founding donors, the W. K. Kellogg Foundation, the Rockefeller Foundation, and the Moore Foundation, IYF has enlisted a wide array of international organizations and leaders in its efforts to enrich the lives of the world's young people.

WE LIVE TODAY IN AN ECONOMY WITHOUT BORDERS

Currencies, commodities, stocks and bonds now flow across the globe at the touch of a computer key. A recession or budget deficit in one nation burdens nations everywhere. Likewise, the benefits of one country's prosperity echo around the world.

As commerce has grown beyond national boundaries, so too have our social responsibilities. No longer can nations successfully barricade themselves in fortresses of self-sufficiency. And no longer can we ignore the needs of an emerging generation who will shape our global economy.

The population trends are staggering. By the year 2000, an estimated 1.5 billion children will be born—four-fifths of them in developing countries. For the first time in modern history, more than half the world's population will be under twenty, a demographic shift that will have profound consequences for the world economy.

Never has our future so heavily depended on a single generation. Yet the youth explosion offers an unprecedented opportunity to renew the world's human capital.

All over the globe, there are hundreds of outstanding youth programs, large and small. These programs have proven their ability to develop character, build confidence, encourage self-reliance and foster a sense of community in the young people they serve.

The challenge, then, is to expand the reach of such programs—to build on what works. That task calls for a new kind of international investment: an investment in the vast human potential for knowledge, innovation and growth.

Simply put, this is the work of the International Youth Foundation.

BUILDING ON PROGRAMS THAT WORK

Most of the problems that threaten young people today—poverty, illiteracy, substance abuse, unemployment, crime, sexually-transmitted disease—respect no national boundaries. Their symptoms may vary from country to country, but they spring from common roots. Fortunately, these common problems give rise to common solutions.

In every country, innovative and well-run programs are bringing young people new opportunities. In the United Kingdom, for example, there is the Prince's Youth Business Trust. By combining expert advice from corporate executives with grants and investment capital, this program teaches entrepreneurial skills to young people all over Britain. In 1991 alone, the Trust helped create more than 1,600 new businesses.

In Poland, a training project in the schools of Starachowice is helping some 2,000 students—and their teachers—gain the skills to succeed in that country's emerging market economy. The program includes training and counseling in

professional development, job skills and health education.

In Mexico City, an unconventional but remarkably successful program combines on-site education, job training and counseling for street children with complementary training and counseling for their parents. In just two years, it has aided hundreds of children and their families.

In Bangladesh, the poorest segment of that nation's population is finding new hope through the Bangladesh Rural Advancement Committee (BRAC). Over the course of two decades, BRAC has set up more than 6,000 informal primary schools, which now serve some 180,000 children. In a region where 65 percent of students typically drop out before they reach their fifth grade, BRAC's schools have achieved an astounding 98 percent retention rate.

The list of successes goes on and on. The problem is not a lack of effective programs but rather that these programs reach too few. The International Youth Foundation serves as a catalyst to identify and expand these proven efforts.

CREATING A NETWORK OF NATIONAL FOUNDATIONS

Finding and funding successful programs calls for local understanding. The International Youth Foundation helps leaders in many countries create self-sustaining foundations (organized on a national or regional basis) which in turn identify and support the most effective local efforts. Each of these indigenous foundations is administered by an independent board of directors, made up of respected leaders from all segments of society.

The foundations compile, and routinely update, a data bank of the nation's most effective programs—programs that are truly making a difference in the lives of young people. These programs are eligible to receive funding to

strengthen their work and expand their activities.

As a partner in these efforts, IYF provides the national foundations with matching grants to complement locally-based funding. Moreover, where successful programs in one country could be of interest to another, IYF facilitates the exchange of ideas and information.

At present, the International Youth Foundation's partners include foundations in Mexico, Poland and Ecuador; emerging national partnerships in Bangladesh, Thailand, the Philippines, Germany, Sweden and the United States; and a regional foundation in Southern Africa. Roughly 80 percent of IYF's funds are directed toward developing nations; the rest goes to developed countries.

NEW PARTNERSHIPS FOR INTERNATIONAL PHILANTHROPY

Corporations have a long history of aiding the communities and countries in which they are based. Yet they are often discouraged by the difficulty of making charitable investments outside their home countries. In many cases, senior managers find it hard to identify which programs to support abroad, or how to ensure accountability for their funding. Indeed, many private foundations and government agencies face similar obstacles.

IYF helps such potential donors look beyond their national borders to find exceptional programs. In addition, IYF combines their funds with those of other donors to increase their impact and to ensure their proper use.

If, for example, a corporation wishes to support successful programs in Poland, the Polish Youth Foundation can establish a fund bearing the company's name. Through other funds raised in the country and by IYF, the national foundation can match the corporation's contribution and magnify the impact of its investment. Moreover, at every stage, the Polish Youth Foundation and IYF monitor the use of program funds to guarantee accountability.

By removing the traditional obstacles to international grant making, the International Youth Foundation can help donors make a real difference abroad.

THE PROMISE OF A NEW GENERATION

As the world's economy enters the next century, the burden of its success will rest on a single generation—on the billions of young people who will soon become its chief producers and consumers.

Today, however, the responsibility for their success rests on our shoulders. Whether that new generation will be able to realize the post-Cold War promise of international cooperation and prosperity, or whether they

will suffer an age of conflict, stagnation and despair—ultimately, the choice is ours.

It all comes down to one question: How deeply and how wisely will we invest in the future of our young people?

The International Youth Foundation offers the present generation an unparalleled opportunity to transform our best intentions into what may be our greatest hope.

Volunteers Attempt to Hit Home on Immunization

Atlanta Project Kicks Off Door-to-Door Drive

By Barbara Vobejda
Washington Post Staff Writer

ATLANTA, April 17—Melanie Sumlin stood outside the door of a public housing unit today, waiting for the young mother she knew was inside to answer her knock. But there was no answer.

"Hey, baby, where's your mama?" Sumlin asked a young boy playing in front. "Go get your mama. It's about getting free Michael Jackson tickets if you take the babies to the clinic to get their shots. Tell her to please come to the door."

The boy went in to talk to his mother, but returned to say she would not come to the door. So Sumlin filled out the questionnaire the best way she could—sending the boy back and forth to his mother for information on her children's names, ages and whether they have been immunized.

Sumlin was among 6,600 volun-

teers who swept across neighborhoods here today in what organizers said was the nation's most ambitious effort to track down preschool children who have not been immunized.

The volunteers, brought together by a group associated with former president Jimmy Carter, planned to visit nearly 200,000 homes today and Sunday, create a computer registry of children under age 6 and urge their parents to bring them to any of nearly four dozen immunization sites that will be open in the Atlanta area next week.

As an incentive, families who come in for their shots will get a free ticket to see pop star Michael Jackson.

The effort comes as the Clinton administration launches its own sweeping immunization initiative. Organizers here said today's experience will serve as a model for the rest of the nation.

That experience underscores that the most daunting obstacle is not the cost of the vaccines. It is finding the children who need them, persuading parents to bring them in and encouraging public health clinics to make the process easier. Volunteers found some parents oblivious to the need for immunization, others too burdened to battle the public health system.

"We don't have parents beating down the door to bring these children in," said Diana Woods, a spokeswoman at the Centers for Disease Control and Prevention. "We've come to finally realize that the traditional way of sitting there waiting for these people to come to us is not working that well. The system is not user-friendly."

Nationally, depending upon the community, the proportion of 2-year-old children who are fully immunized ranges from 37 percent to 56 percent, the Centers for Disease Control and Prevention reported. But in some inner-city neighborhoods, as few as 10 percent of children have been fully immunized.

Such low rates—which contributed to a measles epidemic in the late 1980s—cannot be blamed solely on complacent parents, many experts say. Public health clinics,



Atlanta Project volunteers Wanda Truesdale and Rebecca Turbeville interview Regina Jackson and daughter TeErika Leaks, 4, as part of full-immunization program.

where vaccines are offered for free or at a low fee, are often difficult to get to and open only on weekdays, Woods said. In many cases, they require parents to make appointments and force patients to wait hours in line. When parents bring children in for other reasons, the clinics often fail to use that opportunity to update the child's immunizations.

"I hadn't been working, but now I have the money," said Sandra Willis, who told volunteers she would take her 3-year-old daughter, Teisa, to a clinic next week. "I'm sure she is behind... but I just didn't have it."

President Clinton has proposed a program that will cost \$1.5 billion in 1995 to purchase vaccines and make them available to inoculate all American children against nine diseases. The proposal also includes \$152 million to establish a national, computerized system that will track immunizations for each child, beginning at birth.

In the meantime, communities across the country, like Atlanta, are making innovative attempts to ensure that the millions of preschool children are fully immunized.

Those efforts include San Diego's use of immunization "express lanes" at public health clinics and the Phoenix area's use of mobile vans parked at public libraries.

In Philadelphia, officials successfully sought a broader legal interpretation allowing foster parents and other guardians—not just legal parents—to give their consent for children to be immunized.

And here in Fulton County, where in some areas fewer than half of children under age 2 are immunized, the effort sent volunteers into their own neighborhoods. At the downtown Grady Homes housing project, where Melanie Sumlin was working, volunteers wearing white T-shirts and holding shopping bags full of information could be seen everywhere, up and down the street and into the distance.

Children swarmed around Sumlin, a mother of four who lives in the project, and asked how they could get free concert tickets. Then she would send them to get their mothers.

The effort here was initiated by The Atlanta Project, a community organization begun two years ago by Carter that is aimed at improving social and economic conditions in 20 neighborhoods here.

While experts around the country praised the door-to-door campaign, they also cautioned that the problem will be solved only with sustained, long-term work.

"If you assume they reached every 2-month-old in Atlanta, and every one got shots, the problem is, two months from now, that same baby is going to need four more doses of immunization," said Joseph Liu, senior health associate at the Children's Defense Fund. "If you don't remind the family then, then every child could become vulnerable to those diseases again."

Robert Cosby, chief of human services for the Metropolitan Washington Council of Governments, said similar, smaller-scale sweeps around the District have not brought significant improvement in immunization rates.

"You can't sustain these major blitz activities," he said.

Kenneth Bart, director of the national vaccine program office in the Department of Health and Human Services, said he sees the low immunization rates as a warning flag "for a system in disrepair."

"If we can't deliver something as simple, as cost-effective, such low-technology, what else can we deliver?" he said.

Bart said the president's proposed national tracking system could work much like car dealerships that keep computerized records of buyers so they can notify them of recalls or like dental offices that remind patients of appointments. "It's a national shame we haven't been able to do that."

CORRECTIONS

In some editions yesterday, a news service report incorrectly identified Donald C. Alexander as commissioner of internal revenue, a post he held from 1973 to 1977.

The gay rights march here will be next Sunday. The day was incorrect in a story yesterday.

A Style article yesterday incorrectly reported that General Motors pick-up trucks have been recalled. Federal safety officials have asked GM to recall trucks, but the company is resisting such a step.

story last Sunday Rebuild L.A., the Raphael J. Sosenopolitical scientist at State University, was misspelled.

MEMORANDUM

3 March 1993

To: Eli Segal
From: Susan Stroud
Re: 4 March meeting with VP Gore, Jimmy Carter, et al

Background

Heal LA is a joint effort of the Heal the World Foundation (Michael Jackson's philanthropy), the International Youth Foundation, and the Carter Center to provide support for children living in disadvantaged areas of Los Angeles. LA is the first city in what will be the larger national program, **Heal Our Children**, which is co-chaired by Michael Jackson and Jimmy Carter.

Heal LA will be announced in Los Angeles on April 29, one year after the civil disturbances. Significant resources have been committed by Heal the World Foundation, the International Youth Foundation, the BEST Foundation, the National Football League and Frito-Lay. Additional resources will be raised from other public and private resources.

The plan of action

The plan of action will focus on children in disadvantaged areas of LA - including South Central and East LA. The substantive aspects of the plan (see attachment A) include a focus on:

Drug Prevention and Education: \$500,000 has been pledged by BEST Foundation, NFL and Frito-Lay to implement a drug prevention and education program curriculum in LA schools. The program expects to reach 72,000 children aged 7-15 in the first year.

Immunization: 15,000 children will receive vaccines during the first year as a result of an effort by the Los Angeles Immunization Coalition.

Mentoring: 3,000 new mentoring relationships will be formed, working with the LA Unified School District and based on a model developed at a junior high school in South Central LA. National organizations including One to One Partnership, Big Brothers/Big Sisters, Cities in Schools, and LA based mentoring organizations, universities, religious institutions, corporations and civic organizations will cooperate on the project.

It is anticipated that the coalition undertaking the initial three programs will evolve into an entity that will develop a five year strategic plan and budget to optimize their chances of becoming self-sufficient.

Carter Center, Atlanta Project and America Project

The **Atlanta Project** (see attachment B), a non-profit initiative of the **Carter Center**, was launched in 1991 to mobilize volunteers to fight poverty and related social ills, including homelessness, teen pregnancy, crime, drug abuse and unemployment. The **Atlanta Project** will serve as a model for other cities' similar efforts as part of the **America Project**.

The **America Project** is essentially a roll out of the **Atlanta Project**, in the same way that **Heal Our Children** is an expansion from **Heal LA**. Apparently the Carter Center has been inundated with requests from other cities for assistance in replicating the Atlanta Project. Los Angeles and Baltimore are cities being actively considered as sites for replication efforts. Heal LA and the Enterprise Foundation are key organizations in each of those cities, respectively, to serve as partners with the America Project.

There has been a tentative decision to create a steering committee and a Working Group for **America Project** that will include Dick Schubert, Points of Light Foundation; Dan Sweat, the Carter Center; Paul Brophy, the Enterprise Foundation; and Dick Schubert, Chair of the Points of Light Board. The Points of Light Board's role will focus on mobilizing volunteers.

4 March Meeting with President Carter

Based on a memo sent to VP Gore by President Carter dated today (see attachment C), the focus of the meeting tomorrow will be on ways that the federal government can assist in a coordinated way with the effort to alleviate poverty in American cities, Atlanta, Los Angeles and Baltimore being the test sites. President Carter's memo outlines specific proposals for federal agencies' cooperation.

Office of National Service

The Office of National Service is not included in President Carter's list of federal agencies from which assistance could be enlisted. You should consider making the following information available during the discussion:

- ONS efforts are focused largely on youth service; our office would be eager to participate by providing information and coordinating the efforts of youth service organizations in targeted cities and serving as a liaison with the America Project and Heal Our Children.
- The President's summer of service program (see attachment D) will focus on the needs of children, mostly in urban areas -- synergism with America Project and Heal Our Children. Should the competition for sites result in Baltimore, Los Angeles and Atlanta being chosen, we would want to coordinate the summer programs with their efforts.
- ONS can provide the coordination with other organizations focused on community service, especially the Commission on National and Community Service and ACTION. Points of Light Foundation is already involved.

Attached (see attachment D) is a list of youth service organizations in LA. It is not exhaustive, but indicates the extent and depth of youth organizations that exist and can be mobilized in these coordinated efforts. Youth should be seen as resources for re-building their communities - this is the President's message to youth for this summer and for the national service program.

attachment A

SKETCHES OF INAUGURAL HEAL L.A. PROGRAMS

Drug Prevention & Education — Immunization — Mentoring

Drug Prevention & Education: The BEST Foundation, in response to NFL and Frito-Lay gifts, has pledged \$500,000 through Heal L.A. to implement their comprehensive, and proven, drug prevention and education curriculum in L.A. schools. Through this effort, BEST and Heal L.A. will reach at least 72,000 children aged 7-15 in the first year. The BEST program will be complemented by the introduction of the Partnership For A Drug Free America's new youth-oriented inner city program.

The drug prevention aspect of Heal L.A., being undertaken by the BEST Foundation, is driven by recent research conducted by the Partnership For A Drug Free America which shows that nine out of ten inner-city children are much more anti-drug than previously thought and that 70 percent in grades 4-6 are afraid they will not know how to say no to drugs when the situation arises.

Immunization: The Los Angeles Immunization Coalition is a community-based public private partnership of health and human service organizations who promote and provide immunization for thousands of underserved children in Los Angeles. As part of the Heal L.A. effort, the Coalition's goal is to immunize 15,000 children in Los Angeles before the end of this year. AltaMed Health Services Corporation will provide the leadership for this project in conjunction with the Watts Health Foundation, Asian Pacific Health Care Venture, and other public and private health and human care organizations and agencies relevant to the problem.

The Los Angeles Immunization Coalition is working with the Children's Action Network National Immunization Campaign, an ongoing national effort to get children immunized against such diseases as measles, mumps, rubella, polio, and whooping cough. The Children's Action Network is providing public service announcements, brochures, posters, and other public awareness materials and technical assistance to the Coalition to help them meet their goals.

Mentoring: Beginning in Spring 1993, a consortium of non-profit organizations involved in mentoring services will join with the Los Angeles Unified School District, local colleges and universities, churches and corporations will join in the Heal L.A. program to design and lead an effort that will provide trained mentors to 2,500 youngsters within the year. A team mentoring project that is presently being piloted at Horace Mann Middle School in South Central L.A. will serve as the model for this large scale effort. In addition, local mentoring agencies will be mobilized to establish 500 additional one to one mentoring relationships this year.

Team mentoring in schools creates a solid foundation by which students can be motivated to succeed academically and in life, to increase their self esteem, and to give them the skills to cope with the complex problems that they are confronted with daily. Three-person team mentors (a teacher, college student and adult from the local community) receive training to become skillful group facilitators, responsive advisors and positive role models. The use of three-member mentoring teams encourages a level of individual accountability, collaboration and continuity.

Attachment B

THE
CARTER CENTER

THE ATLANTA PROJECT

The Atlanta Project, an initiative of former President Jimmy Carter and The Carter Center, Inc., seeks to tap the enormous reservoir of talent and goodwill that exists throughout the Atlanta area in an effort to reduce poverty, hopelessness, and despair.

The heart of The Atlanta Project is to connect people with people--rich with poor, young with old, and people of all ethnic, racial and religious origins in ways that will enrich the lives of all involved.

The Atlanta Project is an unprecedented community-wide effort to attack the social problems associated with poverty in urban areas. It will create friendships and partnerships among state, local, and federal government agencies, nonprofit service organizations, the business community, and large numbers of volunteers drawn especially from universities and religious institutions. The Atlanta Project will address the problems that most afflict economically depressed families: school-age pregnancy and dropout rates, juvenile delinquency, crime and violence, homelessness, drug abuse, and unemployment.

Each state in the nation faces similar challenges. The United States by far has more citizens in prison than any other nation. Homelessness has become a national shame, yet federal housing funds continue to diminish. Forty-five percent of black children now live

in poverty, and 25 percent of young black men are in prison or on probation.

By initially focusing on selected neighborhoods in the metro area, The Atlanta Project hopes to evolve a model that can be adapted by other American cities to address these and other increasingly urgent needs.

THE PROBLEM

Metropolitan Atlanta is one of the most dynamic cities in America. Its robust business and commercial activity continues to thrive in spite of the current national recession. A recent Fortune 500 magazine survey of major corporate executives rated Atlanta as the single best place in America to do business.

Its race relations, while far from perfect, are the envy of many other metropolitan cities.

Cooperation among government and private industry, civic and business leaders, academic institutions, and private citizens has resulted in Atlanta being chosen to host the 1996 Summer Olympic Games, an event of monumental proportions. The 1991 World Series catapulted the Atlanta Braves and the city to the head of the class in major league baseball, and in 1994, Atlanta will be the site of the National Football League Super Bowl.

It would appear that Atlanta is on a roll and that all its citizens are enjoying its good fortune.

Unfortunately, this is not the case. While Atlanta is one of the most progressive cities in the United States, it is also among the poorest. Atlanta is really two cities: one for the affluent

and well-educated, who are able to realize their dreams, and one for those who lack the education and skills to function in a modern and complex urban society.

It is time for Atlanta to become one city, a city that devotes as much time and energy to those in need as it has to bringing home the Olympics or cheering the Braves. Our inner-city neighborhoods are in crisis, and we all have something at stake. Crime, drugs and violence are precipitating the breakdown of families and communities, as seen in the growing number of men, women and children who fill our streets, our social service offices, and our jails and detention centers. The statistics are startling:

- * Atlanta has a higher proportion of families with incomes below 50 percent of the average national poverty level than any other city in the U.S., with the single exception of Newark, N.J.

- * Among all states, Georgia ranks highest in infant mortality, has the 3rd highest number of babies born underweight and the 2nd highest number of high school dropouts, and ranks last in the overall well-being of children.

- * Seventeen percent of all newborn babies at Grady Hospital in downtown Atlanta are born to mothers who abuse cocaine. Thirty percent of all babies born there are to women who have had little or no prenatal care.

- * There are an estimated 12,000-15,000 homeless people in the Atlanta area. Yet nearly 12 percent of the housing units owned by the Atlanta Housing Authority stand vacant.

- * In the past five years in Fulton County Juvenile Court,

drug cases have increased by 1,700 percent, weapons charges by 73 percent, robbery by 240 percent, and all violent crime has increased by nearly 300 percent.

THE APPROACH

Despite the best efforts of government, business, and civic leadership, these and other problems are getting worse. It should be apparent that more money and traditional programs alone are not the solution.

The Atlanta Project is predicated on the idea that solutions lie in the creative talents and energies of individuals and are only fully realized when people pool their efforts and resources. This includes less fortunate people as well as those more affluent. It is not and cannot be a one-way street. Each and every person involved must be part of a dialogue, must both give and receive.

To start this dialogue, the Project will address the needs of 20 troubled neighborhoods in south Fulton and DeKalb counties and northwest Clayton county. In each neighborhood, we will hire two people who will represent the needs of the community to an Atlanta Project advisory board and secretariat. By involving parents, students, teachers, law enforcement officers, health officials, religious leaders, and others, we hope to marshall all the available resources into one concerted effort to improve people's lives. Volunteers also will play a key role. We hope to coordinate a massive number of volunteers, who can help teachers in city schools, assist in community health centers, work as volunteer probation officers, or just be a mentor to a child who needs a

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We envision a better Atlanta, one where a middle-class family and a needy family get to know each other and establish true bonds of friendship. This can be an Atlanta where religious congregations in different neighborhoods work together to build a home or renovate a boarded-up building for a needy family, or help pay for the college education of a student who might otherwise not have the opportunity to develop his or her full potential. This can be a city where every pregnant mother has access to prenatal care and every child is immunized against diseases we know how to prevent. This can be a place where young juvenile offenders have the help and support they need to turn from a life of crime. With your help, we want to connect people in our communities in ways never before attempted to make this the city we all envision it can be.

attachment C

March 2, 1993

To: Participants in meeting with former President Carter et al
From: Roy Neel, Chief of Staff, Office of the Vice President

Subject: Specific requests for Administration assistance to
The Atlanta Project/The America Project

President Carter has forwarded to the Vice President a list of specific areas of assistance he and his group will discuss at Thursday's meeting in the Roosevelt Room (1:30-3:30 pm). A copy of his memorandum is attached to help you prepare for the meeting.

Also attached is a final list of meeting participants. Please call me (456-6606) if you have questions.

Meeting with former President Jimmy Carter, Peter Ueberroth, et al
1:30-3:30, Thursday, March 4

Participants

Vice President Gore
Secretary Ron Brown
Attorney General-designate Janet Reno
Secretary Mike Espy (representative)
Secretary Donna Shalala
Secretary Henry Cisneros
Secretary Bruce Babbitt
Secretary Jesse Brown
Secretary Bob Reich (representative)
Secretary Richard Riley
Director Leon Panetta
CEA Chair Laura Tyson
NEC Director Bob Rubin
DPC Director Carol Rasco
Director of National Service Eli Segal

President Jimmy Carter
Peter Ueberroth, Chairman, Rebuild LA
Tony Salazar, Co-Chair, Rebuild LA
Charles Hirsch, Heal the World Foundation, Los Angeles
Paul Brophy, Vice Chair/CEO, Enterprise Foundation, Columbia, MD
James Wilson Rouse, Chr., Enterprise Foundation, Columbia MD
Richard Schubert, President and CEO, Points of Light Foundation
John Hardman, Exec. Dir., Carter Center, Atlanta
Daniel Sweat, Jr., Project. Coord., Atlanta Project, Atlanta
Douglas Dean, Advisory Comm., The Atlanta Project, Atlanta
Kathleen Johnson, Sr. Advisor for Prog. Dev., The Atlanta Project

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White House Communications (representative)
White House Public Outreach (representative)
White House Political Liason (representative)
White House Intergovernmental Relations (representative)



JIMMY CARTER

March 2, 1993

To Vice President Al Gore

We are looking forward to our meeting with you and some of the cabinet members Thursday afternoon. At your request, we have hurriedly accumulated some specific proposals which we hope will be considered. None of us wishes to add any funding or personnel to federal programs already in existence. Our purpose is to share with you some of the innovative ideas that are being pursued in a small number of representative private organizations to arrest the rapid decline in quality of life in America's inner cities. All of us are dedicated to preserving our own nongovernmental and independent status, but hoping that government agencies can join us as an integral team member in alleviating the ravages of poverty.

In some cases, the cities of Atlanta, Los Angeles, or Baltimore might be used as communities for testing new ideas of the Clinton administration on a relatively limited scale. This is a generic opportunity that might apply to a number of the items below.

Federal regional agencies - There are 110 in Atlanta alone, responsible for implementing federal programs in the Southeast! I have met with all of them, and although there is a federal council, ostensibly designed to coordinate efforts, a great deal remains to be done. Joe Juska, executive director of this council is doing the best he can with a task force authorized by President Bush. However, we need a new presidential directive and some stronger follow-up from Washington to insure that core agencies are knit into a functioning team. This would include most of those with whom I presume we will be meeting. Rebuild Los Angeles can use a similar group to help citizens and communities victimized by the 1992 riots.

OMB - We need maximum flexibility in simplifying and standardizing such forms as those that qualify families for food stamps, head start, public housing, WIC, and Medicaid. Also, we need some input from the federal government in devising a way to track children from birth through immunization days, school, etc. Now it is not possible to do so. We have already begun this effort. What we develop would have nationwide application.

Page 2

Health - We have 54,000 children in The Atlanta Project who are less than six years old. Between now and May 1 we will make a door-to-door canvas with volunteers and insure that all these children are adequately immunized. In addition to administrative and programmatic support, we need some assistance in acquiring hepatitis vaccine for children between one and five years of age. While visiting homes, we also expect to identify pregnant women who are not receiving prenatal care and other family members who might need assistance.

Labor, education - We need special flexibility in placing young people in training and summer job programs. We have a special initiative in melding all the universities in the area with the inner city neighborhoods. We would be prepared to concentrate on such opportunities as a dramatic increase in Headstart coverage and President Clinton's national service program for college students.

Within our public schools, whose enrollment is predominantly African-American, we are organizing groups of students known as "FutureForce." These students are leading the efforts to control violence, to encourage mentoring for potential dropouts, to promote better health care, and to reduce drug use. We already have a close tie with the U.S. Army, but could benefit from more extensive relationships with federal personnel and agencies in apprenticeships, leadership training, recreational activities and building respect for law enforcement officials.

Small Business - We have received from the previous administration a \$33 million grant under the Major Renovation of Obsolete Projects program for one of Atlanta's housing projects. We need more flexibility in using these funds and a special HUD task force to work with us so that this grant can be leveraged to encompass a much more effective partnership from the private sector, volunteers, and local governments. This same task force could help our volunteer groups like Habitat for Humanity obtain building supplies for renovation of homes owned by low income families.

Justice - In addition to some of the ideas above, it would be helpful to build a more substantive cooperation on the "Wood and Seed" concept of the previous administration. The high crime and drug culture is heavily concentrated in public housing developments, and only a strong team effort among the multiple law enforcement agencies and HUD is going to be effective.

Federal offices - Federal law requires that offices be utilized in central city areas and not moved to the affluent suburbs. This has not been enforced since I left the White House.

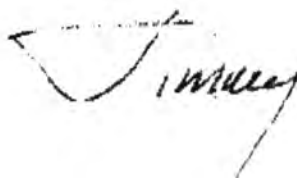
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Page 3

In general, all of us will be eager to offer our help to federal program administrators in making your own programs more effective. Let me reiterate that we are not asking for anything that would increase the federal budget or cause the employment of additional personnel. A partnership, however, built on our diverse private initiatives, can be mutually beneficial in serving our low income families.

Best wishes,



The Honorable Al Gore
The Vice President
The White House
Washington, D.C.

M E M O R A N D U M

To: Eli Segal

Fr: Susan Stroud

Re: LA Community Service Projects

March 3, 1993

LOS ANGELES CONSERVAION CORPS

The LACC is one of the best corps if not the best in the country and run by one of the best if not the best program directors, Martha Dipenbrock. The corps goals are to 1) expand in order to provide more opportunity for youth; 2) implement a more comprehensive program of education and work-experience training; 3) strengthen and expand youth leadership and 4) increase the presence and effectiveness of the LACC in working with local community interests and organizations.

Grant total from CNCS is one million dollars.

Three new Commission funded major projects have been developed:

Urban Greening Project In november a project director and corps members were set into place to supplement existing urban tree planning operations. The members of the core (coordinating with neighborhood groups) spend alternating weeks on-site and in class. Tests of this type of approach have shown "marked improvement in the educational gains of members."

Human Service Delivery Project Corp members, staff and volunteers from Constitutional Rights Foundation's neighborhood action teams address the issues of civil disturbances and work to foster better multi-cultural understanding. Currently they are working on the Neighbor to Neighbor which educates the community about 2 trials related to the spring '92 disturbances.

Youth Build Project The LACC and Youthbuild have committed to work together on construction training and field work for 15 to 18 corps members. This project is scheduled to begin in April of 1993. The LACC has secured a satellite spot in East Los Angeles where the project will be implemented.

CONSTITUTIONAL RIGHTS FOUNDATION (CRF)

CRF's Youth Tack Force LA, consists of 30 teams made up of high school and continuing school or community agency youth, to heal and rebuild communities. The goal is to provide training and assistance in planning and implementing projects in their schools and neighborhoods. Projects are focused on the following issues: youth development and urban education; police and community relations; community and economic development; and race relations.

**LOS ANGELES UNIFIED SCHOOL DISTRICT /
TEEN OUTREACH PARTNERSHIP OF SAN FERNANDO VALLEY**

The teen outreach partnership is focused on youth who attend Los Angeles Unified School Districts Senior High School because of academic, behavioral and/or attendance difficulties. The partnership plans to provide 200 youth in eleven schools with classroom instruction and community service opportunities which promote self-esteem, life management skills, educational achievement, civic responsibility and prosocial behavior.

LACC, CRA AND LAUSD

The above three mentioned service groups have combined efforts which will include LACC's **Clean and Green** middle school program to integrate service-learning activities throughout the core content areas. School staff, students and community members will work together in assessing community needs, identifying resources and planning worthwhile service projects that will allow approximately 700 students to apply their classroom learning in a positive and productive way.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES

UCLA has 43 student initiated projects that involve as many as 5,000 students. These projects range from legal aid to tutorial programs in such areas as Watts and South Central LA. The Community Service Commission at UCLA is part of the student government and lead by a campus elected officer.

Some of the programs at UCLA have been around for 25 years, they view their participation not as rebuilding LA, but as continuing a long standing goal of community development.

March 2, 1993

To: Senior White House Staff
From: Roy Neel

Subject: Meeting with the Vice President, and former President
Jimmy Carter, Peter Ueberroth, et al to discuss
The Atlanta Project, The America Project,
and Rebuild LA.
1:30-3:30 pm, Thursday, Mar. 4

**FYI, the attached description of The Atlanta Project was
omitted from the memo I distributed at the staff meeting this
morning.**

Office of the Vice President

Old Executive Office Building
Washington, DC 20500
(202) 456-2326

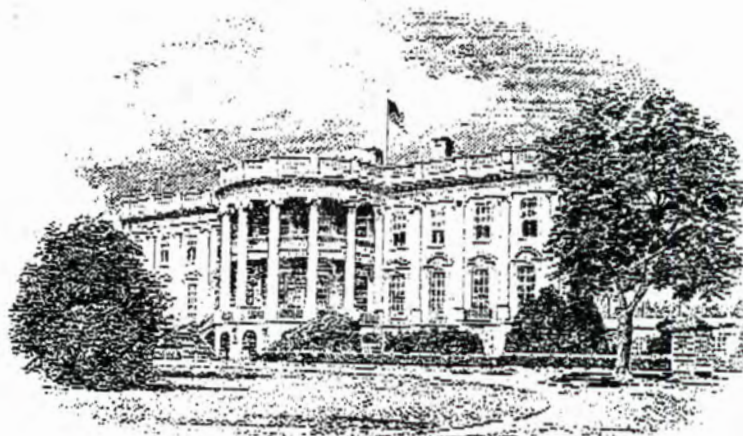
TO: Susan Stroud

FROM: Roy Neel

DATE: 3-3-93

number of pages: 6

COMMENTS: _____



LA conservation
corps

Roy Neil, cof s
Gore's



~~PERSONAL AND CONFIDENTIAL~~

February 24, 1993

Mr. C. Richard Allen
Deputy Assistant to the President
Deputy Director, the Office of National Service
Washington, DC

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

Dear Rick:

INITIALS: JGP DATE: 12/12/19
2013-0661-F

Thanks for your time and insightfulness this morning. Regarding your question concerning the Carter meeting, you will find attached a schedule for a preparatory meeting and the actual subject meeting. Please don't get me in trouble with respect to where you got this!

The background is as follows: As you probably know, President Carter has created a vision for the revitalization of Atlanta in connection with preparing for the Olympics, called The Atlanta Project. Some months ago, our Board met with the Director of the Atlanta Project, Dan Sweat, and we began a dialogue exploring ways in which the Foundation could be of assistance in sharing the learnings from The Atlanta Project to other cities around the country. Since those early discussions, President Carter has decided that there ought to be an America Project which in effect would approach the major urban centers with something like the conceptual outline followed in Atlanta. To do this, he is putting together a Steering Committee and a Working Group. Paul Brophy of the Enterprise Foundation, Dan Sweat and I are tentatively the Working Group and Dick Munro will tentatively be serving on a small to medium size Steering Committee. My guess is, without knowing for sure, that the meeting with the Vice President, et al, is designed to talk about both the Atlanta Project and rolling out into the America Project.

The Points of Light Foundation contribution will focus on mobilizing volunteers to help effectuate the vision as well as perhaps incorporating and grafting the learnings into the dissemination process via the ServLink function of The Points of Light Foundation. This is still pretty amorphous, but we are obviously honored as well as delighted to be invited to participate in the overall effort as well as this particular meeting.

Sincerely,

Richard F. Schubert
President and
Chief Executive Officer

RFS/jp

cc: Robert Goodwin

MEMORANDUM

3 March 1993

To: Eli Segal
From: Susan Stroud
Re: 4 March meeting with VP Gore, Jimmy Carter, et al

Background

Heal LA is a joint effort of the Heal the World Foundation (Michael Jackson's philanthropy), the International Youth Foundation, and the Carter Center to provide support for children living in disadvantaged areas of Los Angeles. LA is the first city in what will be the larger national program, **Heal Our Children**, which is co-chaired by Michael Jackson and Jimmy Carter.

Heal LA will be announced in Los Angeles on April 29, one year after the civil disturbances. Significant resources have been committed by Heal the World Foundation, the International Youth Foundation, the BEST Foundation, the National Football League and Frito-Lay. Additional resources will be raised from other public and private resources.

The plan of action

The plan of action will focus on children in disadvantaged areas of LA - including South Central and East LA. The substantive aspects of the plan (see attachment A) include a focus on:

Drug Prevention and Education: \$500,000 has been pledged by BEST Foundation, NFL and Frito-Lay to implement a drug prevention and education program curriculum in LA schools. The program expects to reach 72,000 children aged 7-15 in the first year.

Immunization: 15,000 children will receive vaccines during the first year as a result of an effort by the Los Angeles Immunization Coalition.

Mentoring: 3,000 new mentoring relationships will be formed, working with the LA Unified School District and based on a model developed at a junior high school in South Central LA. National organizations including One to One Partnership, Big Brothers/Big Sisters, Cities in Schools, and LA based mentoring organizations, universities, religious institutions, corporations and civic organizations will cooperate on the project.

It is anticipated that the coalition undertaking the initial three programs will evolve into an entity that will develop a five year strategic plan and budget to optimize their chances of becoming self-sufficient.

Carter Center, Atlanta Project and America Project

The **Atlanta Project** (see attachment B), a non-profit initiative of the **Carter Center**, was launched in 1991 to mobilize volunteers to fight poverty and related social ills, including homelessness, teen pregnancy, crime, drug abuse and unemployment. The **Atlanta Project** will serve as a model for other cities' similar efforts as part of the **America Project**.

The **America Project** is essentially a roll out of the **Atlanta Project**, in the same way that **Heal Our Children** is an expansion from **Heal LA**. Apparently the Carter Center has been inundated with requests from other cities for assistance in replicating the Atlanta Project. Los Angeles and Baltimore are cities being actively considered as sites for replication efforts. Heal LA and the Enterprise Foundation are key organizations in each of those cities, respectively, to serve as partners with the America Project.

There has been a tentative decision to create a steering committee and a Working Group for **America Project** that will include Dick Schubert, Points of Light Foundation; Dan Sweat, the Carter Center; Paul Brophy, the Enterprise Foundation; and Dick Schubert, Chair of the Points of Light Board. The Points of Light Board's role will focus on mobilizing volunteers.

4 March Meeting with President Carter

Based on a memo sent to VP Gore by President Carter dated today (see attachment C), the focus of the meeting tomorrow will be on ways that the federal government can assist in a coordinated way with the effort to alleviate poverty in American cities, Atlanta, Los Angeles and Baltimore being the test sites. President Carter's memo outlines specific proposals for federal agencies' cooperation.

Office of National Service

The Office of National Service is not included in President Carter's list of federal agencies from which assistance could be enlisted. You should consider making the following information available during the discussion:

- ONS efforts are focused largely on youth service; our office would be eager to participate by providing information and coordinating the efforts of youth service organizations in targeted cities and serving as a liaison with the America Project and Heal Our Children.

- The President's summer of service program (see attachment D) will focus on the needs of children, mostly in urban areas -- synergism with America Project and Heal Our Children. Should the competition for sites result in Baltimore, Los Angeles and Atlanta being chosen, we would want to coordinate the summer programs with their efforts.

- ONS can provide the coordination with other organizations focused on community service, especially the Commission on National and Community Service and ACTION. Points of Light Foundation is already involved.

Attached (see attachment D) is a list of youth service organizations in LA. It is not exhaustive, but indicates the extent and depth of youth organizations that exist and can be mobilized in these coordinated efforts. Youth should be seen as resources for re-building their communities - this is the President's message to youth for this summer and for the national service program.

attachment A

SKETCHES OF INAUGURAL HEAL L.A. PROGRAMS

Drug Prevention & Education — Immunization — Mentoring

Drug Prevention & Education: The BEST Foundation, in response to NFL and Frito-Lay gifts, has pledged \$500,000 through Heal L.A. to implement their comprehensive, and proven, drug prevention and education curriculum in L.A. schools. Through this effort, BEST and Heal L.A. will reach at least 72,000 children aged 7-15 in the first year. The BEST program will be complemented by the introduction of the Partnership For A Drug Free America's new youth-oriented inner city program.

The drug prevention aspect of Heal L.A., being undertaken by the BEST Foundation, is driven by recent research conducted by the Partnership For A Drug Free America which shows that nine out of ten inner-city children are much more anti-drug than previously thought and that 70 percent in grades 4-6 are afraid they will not know how to say no to drugs when the situation arises.

Immunization: The Los Angeles Immunization Coalition is a community-based public private partnership of health and human service organizations who promote and provide immunization for thousands of underserved children in Los Angeles. As part of the Heal L.A. effort, the Coalition's goal is to immunize 15,000 children in Los Angeles before the end of this year. AltaMed Health Services Corporation will provide the leadership for this project in conjunction with the Watts Health Foundation, Asian Pacific Health Care Venture, and other public and private health and human care organizations and agencies relevant to the problem.

The Los Angeles Immunization Coalition is working with the Children's Action Network National Immunization Campaign, an ongoing national effort to get children immunized against such diseases as measles, mumps, rubella, polio, and whooping cough. The Children's Action Network is providing public service announcements, brochures, posters, and other public awareness materials and technical assistance to the Coalition to help them meet their goals.

Mentoring: Beginning in Spring 1993, a consortium of non-profit organizations involved in mentoring services will join with the Los Angeles Unified School District, local colleges and universities, churches and corporations will join in the Heal L.A. program to design and lead an effort that will provide trained mentors to 2,500 youngsters within the year. A team mentoring project that is presently being piloted at Horace Mann Middle School in South Central L.A. will serve as the model for this large scale effort. In addition, local mentoring agencies will be mobilized to establish 500 additional one to one mentoring relationships this year.

Team mentoring in schools creates a solid foundation by which students can be motivated to succeed academically and in life, to increase their self esteem, and to give them the skills to cope with the complex problems that they are confronted with daily. Three-person team mentors (a teacher, college student and adult from the local community) receive training to become skillful group facilitators, responsive advisors and positive role models. The use of three-member mentoring teams encourages a level of individual accountability, collaboration and continuity.

Attachment B

THE
CARTER CENTER

THE ATLANTA PROJECT

The Atlanta Project, an initiative of former President Jimmy Carter and The Carter Center, Inc., seeks to tap the enormous reservoir of talent and goodwill that exists throughout the Atlanta area in an effort to reduce poverty, hopelessness, and despair.

The heart of The Atlanta Project is to connect people with people--rich with poor, young with old, and people of all ethnic, racial and religious origins in ways that will enrich the lives of all involved.

The Atlanta Project is an unprecedented community-wide effort to attack the social problems associated with poverty in urban areas. It will create friendships and partnerships among state, local, and federal government agencies, nonprofit service organizations, the business community, and large numbers of volunteers drawn especially from universities and religious institutions. The Atlanta Project will address the problems that most afflict economically depressed families: school-age pregnancy and dropout rates, juvenile delinquency, crime and violence, homelessness, drug abuse, and unemployment.

Each state in the nation faces similar challenges. The United States by far has more children in poverty than any other nation. Homelessness has become a national epidemic. Federal housing funds continue to diminish. Twenty-five percent of black children now live

in poverty, and 25 percent of young black men are in prison or on probation.

By initially focusing on selected neighborhoods in the metro area, The Atlanta Project hopes to evolve a model that can be adapted by other American cities to address these and other increasingly urgent needs.

THE PROBLEM

Metropolitan Atlanta is one of the most dynamic cities in America. Its robust business and commercial activity continues to thrive in spite of the current national recession. A recent Fortune 500 magazine survey of major corporate executives rated Atlanta as the single best place in America to do business.

Its race relations, while far from perfect, are the envy of many other metropolitan cities.

Cooperation among government and private industry, civic and business leaders, academic institutions, and private citizens has resulted in Atlanta being chosen to host the 1996 Summer Olympic Games, an event of monumental proportions. The 1991 World Series catapulted the Atlanta Braves and the city to the head of the class in major league baseball, and in 1994, Atlanta will be the site of the National Football League Super Bowl.

It would appear that Atlanta is on a roll and that all its citizens are enjoying its good fortune.

Unfortunately, this is not the case. While Atlanta is one of the most progressive cities in the "South" region, it is also one of the poorest. Atlanta is one of the poorest cities for the African

and well-educated, who are able to realize their dreams, and one for those who lack the education and skills to function in a modern and complex urban society.

It is time for Atlanta to become one city, a city that devotes as much time and energy to those in need as it has to bringing home the Olympics or cheering the Braves. Our inner-city neighborhoods are in crisis, and we all have something at stake. Crime, drugs and violence are precipitating the breakdown of families and communities, as seen in the growing number of men, women and children who fill our streets, our social service offices, and our jails and detention centers. The statistics are startling:

- * Atlanta has a higher proportion of families with incomes below 50 percent of the average national poverty level than any other city in the U.S., with the single exception of Newark, N.J.

- * Among all states, Georgia ranks highest in infant mortality, has the 3rd highest number of babies born underweight and the 2nd highest number of high school dropouts, and ranks last in the overall well-being of children.

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To start this dialogue, the Project will address the needs of 20 troubled neighborhoods in south Fulton and DeKalb counties and northwest Clayton county. In each neighborhood, we will hire two people who will represent the needs of the community to an Atlanta Project advisory board and secretariat. By involving parents, students, teachers, law enforcement officers, health officials, religious leaders, and others, we hope to marshall all the available resources into one concerted effort to improve people's lives. Volunteers also will play a key role. We hope to coordinate a massive number of volunteers, who can help teachers in city schools, assist in health centers, work as volunteer probation officers, or simply be a parent to a child who needs a

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Secretary Jesse Brown
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President Jimmy Carter
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MAR- 2-93 TUE 18:44 CARTER PRESIDENTIAL CTR.

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JIMMY CARTER

March 2, 1993

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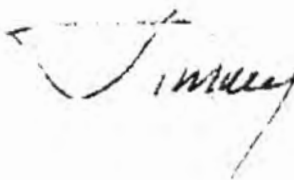
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Best wishes,



The Honorable Al Gore
The Vice President
The White House
Washington, D.C.

M E M O R A N D U M

To: Eli Segal
Fr: Susan Stroud
Re: LA Community Service Projects
March 3, 1993

LOS ANGELES CONSERVAION CORPS

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Meeting with former President Jimmy Carter, Peter Ueberroth, et al
1:30-3:30, Thursday, March 4

Participants

Vice President Gore
Secretary Ron Brown
Attorney General-designate Janet Reno
Secretary Mike Espy (representative)
Secretaty Donna Shalala
Secretary Henry Cisneros
Secretary Bruce Babbitt
Secretary Jesse Brown
Secretary Bob Reich (representative)
Secretary Richard Riley
Director Leon Panetta
CEA Chair Laura Tyson
NEC Director Bob Rubin
DPC Director Carol Rasco
Director of National Service Eli Segal

President Jimmy Carter
Peter Ueberroth, Chairman, Rebuild LA
Tony Salazar, Co-Chair, Rebuild LA
Charles Hirsch, Heal the World Foundation, Los Angeles
Paul Brophy, Vice Chair/CEO, Enterprise Foundation, Columbia, MD
James Wilson Rouse, Chr., Enterprise Foundation, Columbia MD
Richard Schubert, President and CEO, Points of Light Foundation
John Hardman, Exec. Dir., Carter Center, Atlanta
Daniel Sweat, Jr., Project. Coord., Atlanta Project, Atlanta
Douglas Dean, Advisory Comm., The Atlanta Project, Atlanta
Kathleen Johnson, Sr. Advisor for Prog. Dev., The Atlanta Project

Congressman John Lewis
Congresswoman Maxine Waters

Staff: Roy Neel, Chief of Staff, Office of the Vice President
Marla Romash, Communications Director (OVP)
Elaine Kamarck, policy advisor (OVP)
Charlotte Hayes, policy advisor (OVP)
White House Communications (representative)
White House Public Outreach (representative)
White House Political Liason (representative)
White House Intergovernmental Relations (representative)



JIMMY CARTER

March 2, 1993

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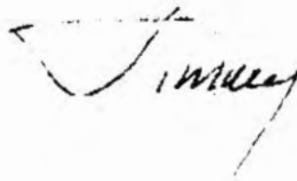
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