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BASIC IHAD PROJECT POLICIES

The IHAD Program is governed by a limited number of basic policies that provide common structural and philosophic bases for all Projects. At the same time, they allow Sponsors individually to exercise a wide range of option and personal judgement in the conduct and activities of his/her Project.

1. **A Project must include an entire elementary school grade** (the earlier the better) --- or an analogous age cohort of a public housing development. There may be no eliminations, exclusions or selectivity. If the number of children in a grade or age cohort is deemed too large for one Project, the group may be divided into 2 or more individually sponsored Projects of at least 40 Dreamers each.
2. **IHAD Projects must be personally sponsored.** Institutions may provide funding and service but may not be Sponsors. There can be no more than 2 Sponsors (i.e. co-sponsorship) for one Project. A family --- parents and children --- may be considered as a single Sponsor. Sponsors must live in the community and must be prepared to commit personal time for cultivating, over a period of 10 or more years, individual Dreamer relationships and for planning and overseeing Project operation.
3. **The funding for each Project must be assured in advance** by up-front payment or by acceptably scheduled commitments that cover projected operating costs and scholarships (Ref: Tuition Guarantee Policy – IRD-60C) **for the full term of the sponsorship** (Ref: Funding Policy – IRD 31B).
4. Project activities must be planned and conducted through a basic relationship that includes the ongoing interaction among Sponsor and Project Coordinator. This relationship normally functions in association with parents and schools.
5. A Project's support program provides an appropriately-focused range of support activities --- academic, recreational, social and cultural. It usually includes diverse program enrichment by community members and one-on-one mentoring relationships. These activities and related interventions of the Sponsor and Project Coordinator should conform to the basic IHAD philosophy and policy constraints (Ref: Sponsor Support Policy – IRD-61A).
6. IHAD identification must be appropriately maintained by Projects and local IHAD Foundations and network cooperatively with the national Foundation and Sponsors generally.
7. Qualifications of Sponsors, including funding conditions for new Projects, are subject to review, approval and formal certification by the national IHAD Foundation (Ref: IHAD Certification Policy – IRD-32A). The national IHAD Foundation should be consulted if a contemplated project must deal with special local conditions that require policy consideration.



IHAD CONCEPT & CHARACTERISTICS

The "I Have a Dream" Program is a concept of "caring in action" that is carried out by a growing nation-wide confederation of individually sponsored IHAD Projects. Each Project conforms to basic policies outlined in IRD-30B and is serviced by the national IHAD Foundation (Ref: IRD-20C).

The structure of each Project is built on the commitment of a Sponsor who adopts an entire elementary school grade or corresponding age cohort of a public housing development. The Sponsor may be an individual adult, a couple or two co-sponsors. The Sponsor undertakes to devote personal time and to fund or provide for the funding of a support program that will keep the youngsters together as a discrete IHAD Project for the 10 or more years from elementary school adoption through secondary education with an assured college or vocational training opportunity.

The Sponsor hires a full-time Project Coordinator (Ref: IRD-36B) to act as his/her surrogate in building up and maintaining a personal support relationship with the students (Dreamers) and their parents. The PC makes his headquarters in a neighborhood community based facility (CBO) that also serves as the central Project facility. A CBO can be a settlement house, youth center, school, college or other suitable neighborhood location where the Dreamers can drop in or meet for programmatic purposes.

Thus, the operating core of each Project consists of the Sponsor, the PC, the CBO, and the Dreamers. Its program includes a range of academic, cultural, social and recreational activities. Each Project operates autonomously within the IHAD policy envelope and is informationally serviced and networked into other Projects by the IHAD Foundation. The interaction of this operating core gives the Program a unique alloy of 9 essential characteristics:

1. It personally associates disadvantaged children with an individual --- the Sponsor --- who combines the attributes of power and resources with affection and concern. These are the usual attributes of upper middle class parents who know how to make the resources of the school system and social agencies of the community respond to the individual needs of a child.
2. It engages the lives of Dreamers at a critical point --- during their elementary school years. It keeps them together as an IHAD Project through the K-12 years, however they may be scattered among different high schools and when their educational environments become less personal.

(over)



3. In keeping the entire class of Dreamers together through their adolescent years as an IHAD Project, their classmate relationships are maintained, group esprit develops and a network of peer and parent support is fostered. All of this strengthens educational and career purpose and the individual ability to say "No" when confronted with "street" alternatives.
4. The basic IHAD relationships are entirely private and personal. There is no corporate, institutional or political visibility to imply impersonal or self-serving purposes. Each Dreamer can come with problems, questions or just to talk to the Sponsor (or PC) --- to a human being who is respected, trusted and whose caring becomes accepted as sincere and reliable.
5. IHAD cultivates self-esteem, generates motivation and a reason to stay in school. Each Dreamer is individually encouraged to establish personal goals. The Sponsor and the PC take each individual goal seriously, help give it practical definition and credibility.
6. IHAD invites parents to take part in the IHAD relationship. Many parents must learn to understand the values of education, the purpose of college and how they can help their children. Without infringing on parent prerogative, IHAD seeks to develop a united support and pride in encouraging Dreamers to deal with their problems and to work toward their personal goals.
7. IHAD is relatively free-form and is responsive to situations. All IHAD participation is voluntary and functions in a non-threatening environment. There are no handouts or hard procedural prescriptions. The Program rests on a basic premise: that the desire to attend school and the rejection of anti-social activity are functions of self-esteem, will, hope and ambition.
8. IHAD provides the critical element of ample time for Dreamers to accept and become responsive to the relationships, attitudes and behavior patterns associated with Program objectives and general social custom.
9. By its scholarship commitment, IHAD provides the ultimate incentive of an assured college opportunity or vocational training support.

It is believed that education systems and institutional programs cannot by themselves satisfy the educational needs of our disadvantaged youth. Systems and institutions cannot focus their resources to deal effectively with a human condition that requires sensitive and sustained individual attention. They cannot inspire or reciprocate love and respect. The IHAD Program provides the sustained personal caring support and intervention that can make "the system" work.



"I HAVE A DREAM" Program -- College Support

As of January 29, 1993, the following colleges and universities have committed themselves to IHAD in writing to provide tuition support that any Dreamer from any IHAD Project in the U.S. shall require (based on regular need formula) to attend, if admitted to that college or university. In determining need, it is assumed that Project Sponsor will pay his/her basic IHAD tuition commitment.

Agnes Scott College	-- Decatur, GA
Albany College of Pharmacy	-- Albany, NY
Alfred University	-- Alfred, NY
Allegheny College	-- Meadville, PA
American University, The	-- Washington, DC
Bard College	-- Annandale-on-Hudson, NY
Berry College	-- Rome, GA
Bryn Mawr College	-- Bryn Mawr, PA
Bucknell University	-- Lewisburg, PA
Case Western Reserve University	-- Cleveland, OH
Colby College	-- New London, NH
College of Saint Rose, The	-- Albany, NY
Colorado College, The	-- Colorado Springs, CO
Dallas Baptist University	-- Dallas, TX
Denison University	-- Granville, OH
Dickinson College	-- Carlisle, PA
Franklin & Marshall College	-- Lancaster, PA
Georgetown University	-- Washington, DC
Gettysburg College	-- Gettysburg, PA
Grinnell College	-- Grinnell, IA
Guilford College	-- Greensboro, NC
Hamilton College	-- Clinton, NY
Haverford College	-- Haverford, PA
Hood College	-- Frederick, MD
Howard University	-- Washington, DC
Johns Hopkins University	-- Baltimore, MD
Incarnate Word College	-- San Antonio, TX
Indiana University of Pennsylvania	-- Indiana, PA
Lafayette College	-- Easton, PA
Eugene Lang College	
(New School for Social Research)	-- New York, NY
Lewis & Clark College	-- Portland, OR
Midway College	-- Midway, KY
Mills College	-- Oakland, CA
Moravian College	-- Bethlehem, PA

Mount Vernon College	-- Washington, DC
Ohio Wesleyan University	-- Delaware, OH
Our Lady of the Lake University	-- San Antonio, TX
University of Pennsylvania	-- Philadelphia, PA
Point Park College	-- Pittsburgh, PA
Presbyterian College	-- Clinton, SC
Princeton University	-- Princeton, NJ
Reed College	-- Portland, OR
Rensselaer Polytechnic Institute	-- Troy, NY
Russell Sage College	-- Troy, NY
St. Mary's University	-- San Antonio, TX
Sarah Lawrence College	-- Bronxville, NY
Seton Hill College	-- Greensburg, PA
Siena College	-- Loudonville, NY
Smith College	-- Northampton, MA
Southern Illinois University at Edwardsville	-- Edwardsville, IL
Southern Methodist University	-- Dallas, TX
Swarthmore College	-- Swarthmore, PA
Texas Christian University	-- Fort Worth, TX
Texas Wesleyan University	-- Fort Worth, TX
Trinity College	-- Hartford, CT
Trinity University	-- San Antonio, TX
Tufts University	-- Medford, MA
Union College	-- Schenectady, NY
Ursinus College	-- Collegeville, PA
Vassar College	-- Poughkeepsie, NY
Wesleyan University	-- Middletown, CT
Wheaton College	-- Norton, MA
Whitman College	-- Walla Walla, WA
Williams College	-- Williamstown, MA
Worcester Polytechnic Institute	-- Worcester, MA
Yale University	-- New Haven, CT

Other private college and university commitments are anticipated.

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I H A V E A D R E A M F O U N D A T I O N

*"I Have a Dream" Foundation
of Washington, D.C.*



GREGG A. BROWN
Administrator

1010 Vermont Ave., NW #210
Washington, D.C. 20005

Tel. (202) 628-2951
Fax. (202) 628-2955

Five

Summer Program

“I Have A Dream”® Foundation – D.C.

Throughout their school years in the “I Have A Dream” Program, students are helped to develop self esteem and improve basic skills, particularly in reading and math. Figures show, however, that up to 80% of the difference in performance between students from middle and upper class families and those from poor families is attributable to learning loss over the long summer vacation.

To address this “summer learning loss,” the “I Have A Dream” Foundation – Washington, D.C. runs a summer program for its students. It is six to seven weeks long and activities include:

- ✓ **Tutoring** in reading, math, computer skills and language arts. Work takes place in small groups and young people with special learning problems receive individual help.
- ✓ **Sports activities** such as soccer, basketball, track and field, and modern dance are included. The emphasis is on developing discipline and team work.
- ✓ **Self esteem building** activities include opportunities for Dreamers to engage in community discovery activities and to do community service work. They explore the city with particular reference to African-American centered points of interest and work at such places as Martha's Table, a soup kitchen for the homeless, and nursing homes for the elderly and disabled.
- ✓ **Exposure to college and the world** of work is offered to students in the summer. They spend time visiting local universities and technical schools. A majority of the older students prepare for the SAT test scheduled in the fall of the new school year. Students also take part in the mayor's summer youth employment program.

As they mature, summer activities will change as student interests and needs emerge. This program is financed separately from the sponsors' initial investment. Funds for summer activities are raised annually from local and corporate contributors in the community.

“I Have A Dream”® Foundation – Washington, D.C.



1010 Vermont Ave., NW, #210
Washington, D.C. 20005
(202) 628-2951

Mission Statement

“I Have A Dream”® Foundation – D.C.

I HAVE A DREAM...

embraces education as a powerful antidote to the drug culture, a way out of poverty and a tool for success.

I HAVE A DREAM IS A COMMITMENT

Sponsors pledge to help disadvantaged young people become productive successful citizens by promising tuition for college or some form of post-secondary education and training if students stay in school and graduate.

I HAVE A DREAM IS A MUTUAL OBLIGATION AND NOT A HANDOUT

Sponsors promise to provide supportive services to help students stay in school and to guarantee their tuition to college. Students need to choose education and not “the street” in order to take advantage of the sponsor’s offer.

I HAVE A DREAM IS A PERSONAL PLEDGE OF MONEY AND TIME

Sponsors commit \$300,000 up front and another \$100,000 over a period of 7 years to support the program and administrative costs of the “I Have A Dream” Foundation, Washington, D.C. Whether a sponsor spends three hours a week or three hours a month with his/her “Dreamers,” students know there is a caring powerful person in their lives who can help them if they do their part by committing themselves to education.

I HAVE A DREAM BELIEVES THAT ALL CHILDREN CAN AND WANT TO LEARN

Dreamer groups are composed of gifted and talented students, average students and students for whom it is a struggle to learn. Children learn at different rates in different ways and “I Have A Dream” programs try to help each child become the best that she/he can be.

History

“I Have A Dream”® Foundation – D.C.

HISTORY

The “I Have A Dream” program in Washington, D.C has its roots in New York City. In 1981, Eugene Lang, a successful businessman, promised a graduating class of students at an inner-city elementary school in East Harlem that if they would stay in school and graduate, he would guarantee their tuition to college. Seven years later, 95% of that original class graduated and more than half of them are in college. In a neighborhood where more than 50% fail to finish high school, Mr. Lang’s offer and subsequent program appear to have made the difference between failure and success. Mr. Lang’s promise started a movement. There are now “I Have A Dream” programs in over 40 cities across the country.

In Washington, D.C. Mr. George Kettle, a successful Virginia businessman, saw Mr. Lang on nationwide television talking about his program. Inspired by his example, he decided to become a sponsor of a similar group of students in Washington, D.C. That was June of 1987 and since that time, many sponsors have joined to form the “I Have A Dream” Foundation, Washington, D.C. Currently, there are eight sponsored programs, seven in Washington, D.C. and one in Prince Georges County, MD.

THE PROGRAM

Each sponsor hires a project coordinator, whose job it is to become a positive presence in the lives of a group of “Dreamers.” The group is not more than 60 children ages 6–12. The coordinator has an office in the school where the Dreamers are and on a daily basis, he/she talks with the students, tracks their attendance, and is aware of their academic and social assets and liabilities. The project coordinator is also in contact with Dreamer parents and encourages their interest in and support of the program.

Important as the promise of tuition is, it does not meet the more immediate needs to poor basic skills and low self esteem from which so many of the Dreamers suffer. With the help of the executive director of the foundation, project coordinators bring resources to the Dreamers like TUTORING, ENRICHMENT ACTIVITIES, PSYCHOLOGICAL SERVICES, COUNSELING, RECREATION, SOCIALIZATION, PARENTAL INVOLVEMENT SESSIONS, and opportunities for expanding positive experiences. Volunteers bring their special expertise to Dreamers.

The project coordinator acts as a daily surrogate sponsor and a reminder to the Dreamers that education is a key to success.

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I H A V E A D R E A M F O U N D A T I O N

I HAVE A DREAM - National & D.C. FACT SHEET

Founded:	*	1981 (initial PS 121/ Harlem, N.Y. Project; Eugene M. Lang adopts 61 6th Graders)
	*	1987 I Have A Dream - D.C. (Winston Educational Center, SE; George F. Kettle adopts 63 6th Graders)
Membership:	*	159 Projects Nationwide, 47 Cities in 28 States
	*	10,000 Plus Dreamers Currently Enrolled Nationwide, 200 Sponsors
	*	(8 programs sponsoring 480 Dreamers in Washington, DC)
Program:	*	Guarantees scholarships to college and vocational school for at-risk youth. Ensures high school graduation through year long program of sustained care, personal support, and guidance to disadvantaged elementary through high school children (Dreamers)
Essential IHAD Project Elements:	*	Fully committed individual Sponsor(s) for 9-12 years
	*	Project Coordinator (Day to Day contact)
	*	Community based organization - School or Church for project activities
	*	Broad Community Involvement & Outreach
	*	Entire class of Elementary School Grade adopted (Dreamers)
The Need:	*	Approximately One Million High School students drop out per year.
	*	The National average for drop outs is 29%, this figure is based on the number of students that graduated in the class of 1990 compared to the number of students that entered 9th grade in 1986.
	*	Blacks comprised 13% of the National drop out rate in 1990.
	*	The drop out rate is as high as 50% in major urban areas such as Washington, D.C., New York, Chicago, and Los Angeles.
	*	40% of minority students drop-out of High School.
	*	11% of Blacks age 25 & older held a bachelor's degree in comparison to 21% for Whites and 36% for Asians in 1990.
	*	63% of Blacks age 25 & older are High School graduates in comparison to 78% for Whites and 77% for Asians in 1990.
The IHAD Comparison:	*	Of the 54 Dreamers adopted from P.S. 121 Project in 1981, 36 have high school diplomas, 9 have GED certificates, 4 still intend to get their GED certificates and 5 are considered drop outs.
	*	19 Dreamers have enrolled, full-time or part-time, in college with the intention of getting a bachelor's degree. 13 are enrolled in 2-year community colleges and 2 graduated from college in 1991.
Funding:		Summer program is supported by Toyota. \$320,000 (1991-92). Scholarship support by individual and private sponsors \$1,200/child per year in college.

Sources: U.S. Department of Education, the 1990 U.S. Census & IHAD National



"I HAVE A DREAM" TUITION GUARANTEE POLICY

The "I Have a Dream" Sponsor guarantees that each of his/her Dreamers who qualifies, desires to go and is admitted to college will be able to go. The guarantee: tuition payment equal to the amount of tuition regularly charged by local public, state or city colleges or universities to local residents. (Thus, in New York, the current regular tuition charge is \$1,250.00.) The Sponsor undertakes to pay up to this amount for tuition for each Dreamer for four years of college. However, if and to the extent that a Dreamer's tuition is wholly or in part payable by public funding entitlements (i.e. wholly or in part paid or payable by government agencies), the Sponsor will have been deemed to have fulfilled his/her tuition guarantee.

An essential purpose of the "I Have a Dream" Program is to encourage and make it possible for Dreamers to go to college -- the "I Have a Dream" tuition guarantee is an instrumentality of the purpose. Thus, the Sponsor's tuition guarantee is not intended to replace or be duplicative of funding that any Dreamer is entitled to receive from public sources to cover college tuition. The Sponsor's original funding commitment for an IHAD Project anticipates that the total theoretical tuition outlay for the Project anticipates that the total theoretical tuition outlay for the project will be reduced by tuition funding entitlements of individual Dreamers who go to college, as well as by Dreamers who do not go to college and accordingly have no tuition requirement.

The basic tuition guarantee, as above stated, applies to any college that the Dreamer may choose to attend. Moreover, at the Sponsor's option, the aggregate four year commitment may be allocated over an extended period of undergraduate education toward a degree.

The Sponsor's tuition guarantee applies as a guarantee only to tuition. It must be paid directly to the institution. It may not be used to pay any stipend directly to the Dreamer. However, in cases where there is not tuition to pay, the Sponsor may at his/her discretion arrange to pay the college directly for a Dreamer's account, for textbooks, lab fees, and other college charges, provided that funding for such charges are not available by entitlement from government funding sources.

If a Dreamer is admitted to a private college in any state where the tuition exceeds the Sponsor's commitment, it is appropriate for the Sponsor to try to work out a financial aid package (including "I Have a Dream" tuition commitment) with the college that will enable the Dreamer to attend. Experience indicates that the Sponsor can probably negotiate acceptable packages based on need with college financial aid or admission officers. In New York, such packages are variously composed of college scholarship grants, the Sponsor's tuition guarantee, a PELL grant, Higher Education Opportunity Program (HEOP) support, Student Loan (GSL), work study grants, and other ad hoc opportunity funding sources.

If any Dreamer wishes to attend a specialized training school, the Sponsor may at his/her discretion pay tuition up to the committed total, provided that the proposed school is properly accredited.

Special note: The IHAD Foundation has received and continues to receive formal guarantees from private colleges assuring that Dreamers from any state who are admitted will receive the financial aid packages (including Sponsor's tuition guarantee) that each needs to attend. An updated list of such college (50 as of 7/30/90) is available on request.

An Impromptu 'Dream' Becomes a National Model

By Guy Gugliotta
Washington Post Staff Writer

NEW YORK—It began in 1981 as an off-the-wall promise. Eugene M. Lang was a crusty white capitalist with a lot of money and a downtown office. The students were black and Hispanic sixth-graders in East Harlem's P.S. 121, a way station on the road to educational oblivion.

Lang, who had attended P.S. 121 more than 50 years earlier, scrapped his inspirational speech. Instead, he pledged to pay for college educations for any of the 61 students arrayed before him if they hung tough and made it through high school.

Lang now is 73 and still serves as chairman and CEO of REFAC, a technology transfer company with offices across from Grand Central Station.

But his modest proposal, conceived on impulse, became the model for one of the most ambitious, privately funded, inner-city schools programs in the country. Lang's "I Have a Dream" Foundation, begun in 1986, today has more than 11,000 children enrolled in 155 projects in 48 cities in 27 states.

The foundation is unique in that it focuses neither on elite students, nor on elite or "special" schools. Instead, it has elite sponsors. Rich people with know-how are running interference for poor children.

"These kids have a parent or guardian, but they're powerless and not connected to the larger society," Lang said in an interview. "We aren't a relief agency. What we do is show that there are community resources available in education and social services." Work with what there is, but make sure it works.

The formula is simple. Sponsors "adopt" a class of inner-city elementary school students, making a personal commitment of time, resources and expertise to help the children for up to 10 years and perhaps longer. The sponsor provides around \$400,000—up front—and promises to cover tuition for any student who is admitted to college.

The minimum goals are to get every child fully literate and through high school with a legitimate shot at college or a good job. Sponsors are encouraged to use their experience and clout to make sure the students can find what they need.

It is not yet clear how well the foundation does its work, because the vast majority of programs have not yet run their course. Lang's own

class, however, has shown impressive results: Six students have bachelor's degrees, and 30 others are attending college. In all, at least 45 students graduated from high school or obtained equivalency diplomas (seven children moved away and have lost touch with the program).

There were also seven teenage pregnancies (but every girl graduated from high school, Lang said) and nine high school dropouts. Still, for P.S. 121, one of the worst schools in a bad system, the record is stunning. School authorities told Lang in 1981 that he would be lucky if two of his students graduated from high school.

Lang today projects a persona that is alternately pragmatic and philosophical. He is not loath to recount how he muscled one of his students into Barnard College after the school first turned her away. (She is now working as an investment banker.)

He also tells about confronting two of his protégés who were dealing drugs "because they said they needed the money." Lang got them jobs, and they got off the street.

The message, Lang said, is "you're a father" and you are expected to act like it. Sponsors are the sort of people who can pick up the phone and call college presidents or find jobs for teenage drug dealers on demand. So do it.

And they do. By getting in the game, sponsors solve most foundations' biggest problem—money. And they are also adept at enlisting help from businesses, universities and local governments.

But Lang is not interested in turning 11,000 "dreamers" into arrogant money-grubbers with Daddy Warbucks as their role model. Instead, he said, he aims at making the entire community "more homogeneous."

"You will always have a rich neighborhood and a poor neighborhood," Lang said. "What you can't have is an invisible wall." Sponsors "must make it clear that hope lives beyond their community, that they can't be locked away by their condition."

Yet he sees the dreamers not as escapees from an urban prison, but as bridge-builders for their community: "Most of my star kids were invited to go to magnet or private schools, but I resisted that," Lang said. "I want my leaders to have everything, but take them when they're 18, not 12. I want them to be the models. You can't cream those kids off and take them away."



May 10, 1993

Eli Segal
Special Assistant to the President
Director of National Service
Office of National Service
Old Executive Office Building, Room 145
Washington, D.C. 20500

Dear Mr. Segal:

Thank you for the opportunity to present the TREEKIDS/ "I Have A Dream" program as a way of creating 700,000 summer jobs for children at no cost to the taxpayers. Enclosed you will find information on the program which will give you a quick summary.

The program has been successful in Houston, Texas for the past two years, has started in San Antonio and will be commence in the Washington, D.C. area this fall. Because of the President's concern for the deficit, this program of win-win-win for the children, homeowners, and the environment is very timely.

Your support and interest is grately appreciated. Thank you.

Sincerely yours,

Gregg A. Brown
Director

Enclosures

I HAVE A DREAM-HOUSTON

TREEKIDS PROGRAM SUMMARY

TREEKIDS is a program developed by Houston Parks and Recreation Department as a part of the Mayor's "2 X 2" Program (two million more trees by the year 2000). TREEKIDS was designed to encourage youth organizations involving 11 to 17 year-olds and adult advisors to plant trees for homeowners and allow the youth to earn money while performing a valuable community and environmental service.

I HAVE A DREAM-HOUSTON is a drop-out prevention program for inner-city middle school students that combines the incentive of a college scholarship with the personal contact of a volunteer mentor to provide hope, encouragement and motivation towards graduation from high school.

One of the goals of I HAVE A DREAM is to broaden the horizons of participating students and expose them to opportunities outside their economically disadvantaged neighborhood. TREEKIDS is the perfect vehicle to meet this goal. However, TREEKIDS has proved to be much more than just a Saturday trip to suburbia.

TREEKIDS also combines community resources to meet the goal of planting more trees in Houston. Southwestern Bell Telephone Company provided a loaned executive to the Houston Parks and Recreation Department to develop the TREEKIDS Program. Kroger Corporation provided T-shirts, badges, the printing of order forms and the site for the press conference to kick off the program. El-Kay Farms, Altex Nursery, and Trees of Manvel all provided trees at below-retail cost. Houston Lighting & Power Company provided a professional forester to train the students and adults in site selection, planting and maintenance techniques. Houston Parks and Recreation Department negotiated discounted tree prices, arranged publicity and promotion and provided a volunteer coordinator to oversee the project. I HAVE A DREAM provided a Program Coordinator, geographical marketing through neighborhood newsletters, postage, transportation, students, and adult advisors.

I HAVE A DREAM-HOUSTON has planted over 1,000 trees in Houston since January, 1991. The 1993 program is currently underway. I HAVE A DREAM-HOUSTON is the only Houston youth organization to pilot the program in 1991. Based on community response and student enthusiasm, the program promises to be even more successful in the future.

TREEKIDS

The following is a brief description of how the program works:

I HAVE A DREAM-HOUSTON Program Coordinator is responsible for the marketing via neighborhood newsletters, the recruitment of students and adult advisors, the processing of order forms, ordering trees and the coordination of tree planting dates.

As a result of newsletter publicity, homeowners call I HAVE A DREAM-HOUSTON and request order forms. When the order forms are returned to I HAVE A DREAM-HOUSTON by mail, the tree orders are tabulated and sorted by zip code. TREEKIDS teams are assigned zip codes, planting dates are selected and trees ordered from the nursery. Homeowners are telephoned and advised of the planting date. On the planting day, students and adult advisors pick up trees and deliver to the homeowners. (Students are responsible for bringing appropriate tools to accomplish the job. Adult advisors usually bring extra tools.) Students must knock on the door and consult with the homeowner concerning site selection. Following the homeowner's directions, the students plant the trees, water them, collect cash payment of \$15 per tree, and give the homeowner a signed receipt. After all the trees are planted, students calculate the amount to be returned to the Program Coordinator to pay for the trees and the amount to be paid to each student (\$5 for each tree). The adult advisor pays the students and returns the cash for the trees to the Program Coordinator.

Attached are samples of newsletter articles, an order form, and other information about the program. TREEKIDS is a very unique program that can easily be replicated in any city.

TreeKids

will plant a tree
in your yard
for only \$15!

5 gallon

*... shade ... clean air
Lower utility costs ...*



*call
for more info
& order form*

available trees & shrubs:
Live Oak, Red Oak
Bald Cypress, Bur Oak
Shumard Oak, Peach
Magnolia, Crepe Myrtle
Pecan (4-5')

*the TreeKids program is sponsored by
the Houston Parks & Recreation Department,
Kroger and ReLeaf Houston to improve the
quality of air and help kids earn money*



TEXAS FOREST SERVICE

The Texas A&M University System

Forest Resource Development Department
(409) 845-2641
FAX (409) 845-5764

100 Research Parkway, Suite 200
College Station, Texas 77843-2136

Carrol Peery
Tree Kids/I Have Dream - Houston
P.O. Box 541183
Houston, TX 77254-1183

May 1, 1992

Dear Mrs. Peery,

Congratulations on winning the Texas Urban Forestry Award in the youth group category. The Texas Urban Forestry Awards are presented annually to recognize some of the outstanding work that is being done in this state. Once again, there were some tremendously creative projects competing in every category.

The award will be presented on Friday, May 15th at the Texas Urban Forestry Conference awards luncheon. The conference and luncheon are being held at the Radisson Plaza Hotel in Fort Worth.

Please let me know who will come forward to accept the award so I can include names in the notes I prepare for State Forester Bruce Miles. Also let me know how many people will be attending the luncheon that are not otherwise registered for the conference so we can provide an accurate count to the hotel. Many of the previous winners used this as a publicity opportunity and brought along elected officials and policy-makers. We provide one complimentary luncheon ticket for the award winners, but we ask that any additional tickets be purchased at \$20 each.

We would like to use a few slides that illustrate the Tree Kids/I Have A Dream program during the presentation. After the luncheon, we will return the slides and the materials you submitted with the application. Enclosed is a copy of the conference registration brochure for your reference. If I can provide any assistance, please let me know. See you in Fort Worth on the 15th.

Sincerely,

Don Mueller
Urban Forestry Coordinator

Carrol:
I have formed a 501(C)(3) non-profit corporation called Tree Kids International and intend to offer I Have A Dream Directors in the other cities help in getting their Tree Kids programs started. Please let them know there is no charge for this service. Best regards,
Chuck



**Thom
Marshall**

Tree idea gets to root of problems

TREES and kids.

Philosophers and poets and preachers through the ages have said in a multitude of ways that if you want a better tomorrow you should pay closer attention to children and plant some trees today.

Trees always have been valued, but never more than now. Look around. Makes your eyes sting, doesn't it? All that stuff in the air. Houston is a colossus of industry and a colossus of roads. Houston has a colossal smog problem. Automobiles and manufacturing plants are dealing the atmosphere a deadly double whammy.

Air today, gone tomorrow. Pollution is eating holes in the ozone layer. What is it doing to our lungs? Trees produce oxygen to help renew the atmosphere. So everyone who drives should plant trees. Factory owners should plant parks full of trees. Some especially smoky plant operators should plant entire forests. We've never needed trees more than today.

From dope to oaks?

Look what is happening to the children in Houston. Superintendent Joan Raymond wants to install metal detectors at schools to catch the children who bring weapons to class with them. Like a young woman who recently pulled a knife from her backpack and stabbed a fellow student to death.

And the guns. A Houston police officer observed recently, following a shooting incident involving teen-agers, that kids today trade guns like kids used to trade comic books.

The crack cocaine epidemic is turning youngsters into gangsters. Kids are dealing drugs or they are robbing and stealing for money to spend on their own habits. Their options seem so limited, their futures so bleak. There aren't many job opportunities and the few legitimate employers who can hire teens offer minimal wages and limited advancement.

Well, local inventor Chuck Mullen looked at all this and one of those little light bulbs started to shine atop his head. He had an idea: Why not put kids to work selling and planting trees?

Isn't that beautiful? Wouldn't you spend a 10-spot to buy a tree or two from a team of kids who were properly organized and supervised and trained to sell and deliver and plant?

Be careful how you answer that. Mullen's idea is becoming a reality right here in Houston. He said it has been adapted by the city's Two By Two Program, which has set a goal of 2 million new trees in Houston by the year 2000. Organization of the plan is almost complete. City officials are expected to make an official announcement soon and about 200 kids will start selling trees.

Preliminary plans call for two kids to a team with adults supervising no more than two teams each. Organizations involved in the beginning are expected to include the Boy Scouts, Big Brothers, Big Sisters, I Have a Dream and Say Yes to Life.

Ten dollars will buy you one large tree or two small ones. And if it all works out according to Mullen's original plan, the kids in some of the organizations stand to make some pretty good money. It depends upon how hard they work. They will be paid a percentage of the tree price, so the more they deliver and plant, the more they earn.

Of course, pay policies may vary from organization to organization, but a part of Mullen's intent was to provide a way for exceptional workers to earn exceptional rewards. They would learn they don't have to deal drugs to make good money. They also would learn something of free enterprise and ecology.

Just a shade better

You'll get all the details when the program is officially announced — how you can order trees, what varieties are available, where the trees are coming from, and so on. A great many people have been working a long time putting this plan together. State tree experts are recommending which trees will work best in which parts of Houston.

Mullen said if it really takes off as he believes it will, it could mean 10 million new trees for Houston in the next decade. More conservative estimates are that the kids will sell and plant at least 50,000 trees locally.

After the program debuts in Houston, Mullen plans to take his show on the road and get kids selling and planting trees all over the country. Who knows, he may one day earn a place in history as a modern-day equivalent of Johnny Appleseed.

There's one more thing to consider. Even if you don't care about helping kids or improving the environment, you may want to buy some trees. Mullen said real estate appraisers have told him that just a few of them growing for just a few years can add hundreds of dollars to the value of your property.



TWO MILLION TREES BY THE YEAR 2000

2999 SOUTH WAYSIDE
HOUSTON, TEXAS 77023
713/845-1036

May 13, 1991

To whom it may concern:

This letter is to introduce Mr. Chuck Mullen, who is acting in a private capacity as the facilitator of the Treekids program. Chuck had originally approached the Houston Parks and Recreation Department with the idea of developing a program that created jobs for kids via tree planting.

Chuck was instrumental in obtaining both funding and support for the Treekids program in Houston, from Kroger Food Stores and Houston Lighting and Power, respectively. He has also formed a non-profit corporation, Treekids, Inc. to promote the Treekids concept throughout the nation.

The Treekids program that utilizes existing organizations composed of students ages 11-17 with adult advisors, prohibits "cold selling" and takes orders via the "Customer Order Form" with all profits and/or benefits being retained by the kids to the extent possible; was developed by, and trialed by, the City of Houston Parks and Recreation Department as part of Mayor Whitmire's 2X2 program (two million trees by the year 2000). Information on this Treekids program is available free of charge from the City of Houston Parks and Recreation Department.

Treekids, Inc. may also have developed programs that create jobs for kids via tree planting. However, only the program developed by, and trialed by the Houston Parks and Recreation Department is currently supported by the Department.

Chuck may be able to assist you in selecting and implementing a Treekids program suitable for your area. I highly recommend your cooperation and participation in the Treekids program.

If you have any questions, please contact me at 713-845-1026.

Sincerely,

Gary Woods
Private Sector Coordinator
City of Houston
2X2 Program

RELEAF HOUSTON

