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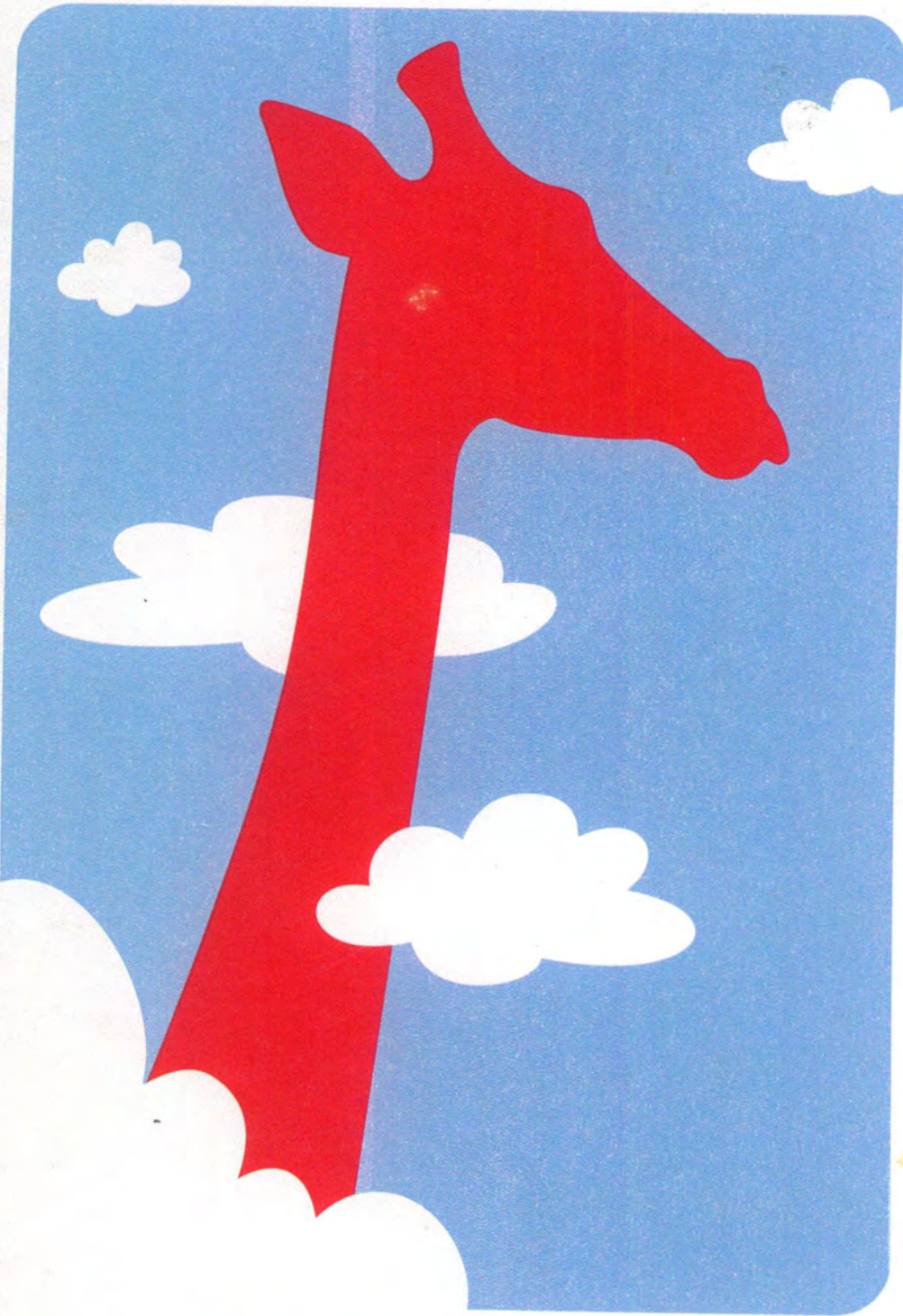
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**Folder Title:**  
Standing Tall: Teaching Guide 6-9 [binder] [1]

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# *Standing Tall*



PHOTOCOPY  
PRESERVATION

## *Teaching Guide*

*6-9*

## THE STAN & BEA SHOW

*Mini-programs in which animated twin giraffes named Stan Tall and Bea Tall present actual footage of real life heroes in action and "en-courage" viewers to stand tall and be tall themselves.*

*Producers: Giraffe Productions, a division of the Giraffe Project  
197 Second Street, PO Box 759, Langley WA 98260.  
Contact Ann Medlock 206-221-7989.*

**Nothing is more important to children's well-being and growth than developing their courage, their compassion—their feeling of personal competence, their sense of responsibility to their community.**

Hours after the Administration's announcement of a national service plan, the Giraffe Project is submitting this plan for using television to introduce the service ethic to very young minds and hearts. As 6 to 8 year-olds see young adults getting into service, our twin giraffe mascots, Stan Tall and Bea Tall, will help kids *understand* service and "en-courage" them to do what they can now—with their families, classmates and teachers—and to grow up to be involved, caring citizens.

As Stan and Bea introduce children to real heroes, they will be giving the children reasons to study and learn so they can be as useful and effective as these people they admire. They'll see these heroes using their brain skills to do their heart's work: making a better world.

**The organization:** For over ten years, the non-profit Giraffe Project has used the media and its own publications and programs to tell the stories of the heroes of our times. Our mission is to inspire ever more people of all ages to see themselves as responsible and capable of making their world a better place. We call our heroes Giraffes, because they stick their necks out, stand tall and see far, and because we know how to get people's attention. The imagery is particularly successful in getting in under kid's resistance to the prevailing grim presentations of "community service."

Almost 800 stories of courageous, compassionate Giraffes now fill the Project's story bank. One of the many Project programs that utilize these stories and their meaning is a published Giraffe curriculum for schools and youth groups, teaching courage, compassion and community to kids from 5 to 18. The curriculum is already going into schools; it's called *Standing Tall*.

**The Stan and Bea Show** will open a window onto a world kids rarely see through their television sets, a world in which the values we hope they've learned from Barney are put to work in the community. We will select Giraffes who "look like America" and whose personalities and activities will particularly interest and educate children. People like—

- A boy who learned that other kids couldn't afford bicycles and started using all his play time and pocket money to buy and rehab bikes for them.
- A shrimp boat captain who is leading her community in protecting their air and water from pollution.
- A mounted Park ranger who gets off her horse and into a wheelchair—and spends her off-duty time teaching disabled kids to ride.
- A former pro-football star who has created and is running two residence/ranches for inner-city kids.

**The Format:** We see each program opening with identifying animation in which a "Stand Tall Be Tall" theme song welcomes kids to Giraffe country, a land of real life heroes, a land that exists in every town in America, where people of all ages are standing tall to make their world a better place. Stan & Bea will present some fabulous

factoids like: giraffes and people have the same number of neckbones, and a giraffe's heart can weigh as much as a TV set. Stan and Bea's voices will then narrate field unit footage of a hero in action. Funny, cheeky, animal peers of human 8 year-olds, Stan and Bea will "en-courage" each other, the hero, and the viewers as the story unfolds. Each show will end with Stan and Bea talking about the hero the kids have just met and telling them how they too can stand and be tall. A repeating animation will invite viewers to watch the next show and to stand tall and be tall till then. The show's combination of animation and real-life footage will engage both children's imaginations and their curiosity about the real world.

We feel that the unusual five-minute format will be particularly appealing to children and to broadcasters; five minutes is just enough time to tell one hero's story interestingly—making it, in effect, an appealing (but not frenetic) *commercial* for courageous, compassionate service. STAN & BEA SHOWS could be broadcast between or within existing programs, creating first-rate new material that's in the spirit of the Children's Television Act—at a reasonable cost and in a reasonable amount of time. We can go from R&D to twenty-six completed, well-promoted and broadly-watched shows with nationally recognized characters, in one year, for less than \$900,000.

**Pre-ap request:** We would like to apply for an NECET grant that would allow us to:

- develop and produce 26 *five-minute* shows, including testing of three pilots with viewers and our expert advisors, plus six promos; and
- develop a broad audience of kids, families, school staffs and youth club members.

**Preliminary budget estimates:**

R&D	127,340
Production	478,481
Post production	80,150
Audience development	<u>192,200</u>
TOTAL	\$878,171
NECET request	658,600

**Audience development:** We will inform teachers and families about the show, adding significantly to the numbers of children the show will reach. Conversely, the show will add to the impact of *Standing Tall* activities in schools—for many children, what comes through their television sets is "realer" than what the teacher says. We will make video cassettes of the show and other ancillary products available to teachers, families, and youth groups. In addition to the curriculum, Stan and Bea are being developed as puppets, toys, growth charts, books, and trading cards.

**Staff:** This show and YOU'RE GONNA DO WHAAAT?! a half-hour program that presents Giraffe heroes to families, are being developed by our executive producer, Anne Marie Santoro, a ten-year veteran of the Children's Television Workshop, and one of the nation's leading authorities on creating broad audiences for children's programming. Our head writer and executive editor is Ann Medlock, former social studies editor at Macmillan, editor-in-chief of Children's Express News Service, and—as founder of the Giraffe Project—keeper of the Giraffe story bank. We are heartened by the high calibre of the directors, shooters, writers and artists who have already applied to work with them.

**Advisors:** Our expert advisors include: • **Peggy Charren** of Action for Children's Television; • **Dr. Thomas Lickona**, developmental psychologist at SUNY, past president of the Association for Moral Education, and author of *Raising Good Children, Moral Development and Behavior*, and *Educating for Character*; • **Dee Dickinson**, founder of New Horizons for Learning; • **Dr. David Elkind**, Director of the Child Study Center at Tufts University and author of *The Hurried Child* • and six 6 to 8 year-olds.

# Stick Your Neck Out

Fazle Abed, Alexander Abraham, Nancy Abraham, Ali AbuTaha, Patch Adams, Travis Adreon, Marti Aggeler, The members of APLA, The volunteers of AirLifeline, Earl Zela Aldridge, James Ale, Jane Alexander, Peter Alexander, David Almond, Baba Amle, Boh & Carol Anstas, Anne Anderson, Cleve Anderson, Jimmy Andrews, The volunteers of Angel Flight, Jeffrey Antonellis-Lopp, A.T. Ariyaratne, Mabelle Arole, Jim Arlington, John Aronson, Alan Aronson, Fran Avallone, Jim Baker, Ada Baltacer, Deacon Ballieu, George Ballis, Lois Barber, Lucy Barbasa, Richard Barbee, Dolores Beall, Jim & Anita Beaty, Dixie Beicher, Edmund Benson, Bonita Bergin, Thomas Berry, Charles Berger, Chandhi Prasad Bhatt, Ulo Bhatt, The Mountain Legal Office, Ellen Bigge, Glenn Biggs, John, Nabini Blahman, John Biscoglio, Bloom, Paul Bloom, Roger Boisjoly, William Barde's Sr., James Boren, Robert Florence Brooks, Gerrie Brown, Jerry B. Bruce, Jerilyn Brusseau, Calvin Bryan, Lynne Bussey, Lew Butler, Gill Cahill, The members of CAKE, Pat Callair, Michael Callahan, John Cannell, Patricia Carbacho, Don Carlson, Leonard, Leticia Gay Carson, April Ceja, April Chaton, Freddy Champagne, Jim & Karen Claus, Charlie Clements, Barry Cl... Chase, Phyllis & Lyndon Comstock, Mike Connor, E. C. Ho... Cohen, Peter Cole, Beth Carrier, Shirley Cutler, Jo Copelana, Toni C... InWater, Ignatius DeGroot, Stacey Darcy, Weston Darby, Janet Double, Ma... Carl DiMaio, The Dineh Resisters, Kodzo Dobosu, Warren Dobson, Lenore Duensing, Fran Dunbar, Jimmy Duane, Anaida Duran, Duane Egin, Jackie Elliott, Juanita Ellis, The volunteers of Ernie Fitzgerald, Ralph Flowers, Cary Fowler, Robert Friendly Supper Club, Barbara Fruchter, Katharine Homer Fr... ally, Tom a... Gilbert, Eugene Gilseton, The... of the Love We Deliver, David Goerlitz, Lorraine Golden, T... Greenberg, Linjalyno Grier, Vicki Grossman, the Haida Nation, Clara Hale, Marsha Henkel, Eddie Hernandez, Catherine Herne, Susan Hiatt, David & Ken Horne, Myles Horton, Lisa Marie Hutchinson, Robert John, Irene Johnson, Jenna Johnson, Kristin Johnson, David Johnston, Robert & Susan Joki, Ethel Jon... Kaur Khalsa, Judith Kavanaugh, Tom Keegan, Ted Knight, Stone Enterprises, Dolly Killin, Michael Killigrew, Dara Larson, Doug Lasdon, Peter... Kunst, Howard Kurtz, Maureen Kushner, Michael Leicester, Vermont, Julie Leirich, Davi... Lin Leho, Fran Lee, Grace Lee, Glen & Mildred Leel, The people of Lieder, Leslie Lilly, Louise Lindenmeyr, Irvia Levin, Joseph Levin, Jr., Neil Levitt, Edie Lewis, Eddy Lindsey, Kate & Andrew Liphis, Michael Lippman, Dennis Little, Patrick Long, Tony Look, Sandra Lora, Sita Lozoff, Wangari Maathai, LaTonya Mabry, Bob Macandley, The volunteers of Macon-Bibb Advocacy, Magers, Orville Magoon, Peter Maier, Janet Marchese, Alda Marini, Steve Mariotti, Adolphus Marks, Aurora Martinez, Petra Mastenbroek, Balbir Mathur, Ada Maurer, Ewing Mays, Yernica Ma... McCarthy, James McClosky, George McDaniel, Ralph McSheehy, Celeste McKinley, Laila McRae, Joe... of Medecine, Bonnie MacAdams Mele, Frank Melton, Ann & Richard Mendoker, Stacey... Muller, Lynda & Gerald Munfrada, Mooney, Harry Morgan, Catherine... ckerson, Ann Niehaus, Frank Noe, Michael Mungo, Beyers Naude, Gordon Packard, Paulinho Pojakan, Jack Noel, Irene Niinifi, Pamela... Pendergrast, Marcey Perry, Melissa Poe, Darryl Posey, Ron Post, Virginia Proffitt, Hotense Quillen, Dick Randall, Ken Keed, Kristy & Tracy Rideout, Ocean Robbins, Ed Roberts, Paul Rokich, Jahanara & Hugh Romney, Jemera Rone, Dong Rose, Sami, Edwin Saotos, Carol Sasaki, Phillip Savage, The members of Save the Whales, George & Kathleen Schwartz, John Seed, Donny Seher, Ed Setchko, ling, A.B. Short, Sue Silbert, George Simkins, Art Simon, James Simpkin, Francis Smith, Nathaniel Smith, David Snow, Lyle Solla-Yates, The staff & ence, Michael Jon Spencer, Chris Sprowal, Louise Stanley, Jerold Starr, Maxwell, Marion Stoddart, Ganga Stone, Eleanor Stopps, Gail Story Sams, Chris, Louise Sumnerhill, Eileen Szychowski, Camilla Taylor, Sharon Tannison, Thomas, Setsuko Thurlow, Kip Trieman, Joyce Tobias, Jim Toews, Roger & Cora Tucker, Michael Tufarjello, Abdullah Turner, Lynn Tylczak, Sigrid Van White, Bruce Vanline, Mardachal Vanuna, Maria Varela, Janos Vag, The volunteers of VVRP, Charleszetta Waddles, Scott Wagner, Jim Wallis, Patrick Walsh, Linda Warsaw, Bill Wassmuth, Carol Wendt, Roger Wentling, Brad Welmore, The Kent Whealy, Ellis-Conger, Betsy Wilson, Bill Wilson, Larry Wilson, Donald Wooden, Walt & Millie Woodward, Dolly Wrenn, Mary Ann

PHOTOCOPY  
PRESERVATION

# The Giraffe Project

PHOTOCOPY  
PRESERVATION

## ***The Giraffe Project***

*is an international, non-profit membership organization  
that finds, honors, publicizes and assists people  
who stick their necks out for the common good.  
The Project's mission is to move more people  
into courageous service.*

**The Giraffe Project 206 221 1989 fax 200 221 10**

PHOTOCOPY  
PRESERVATION

## ***The Giraffe Project***

*operates a non-profit press service for heroes,  
connects heroes with each other and with resources,  
produces educational programs for kids,  
gives lectures and workshops,  
and works with communities to solve local problems.*

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Stick Your Neck Out



The Giraffe Project

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## The Giraffe Project

The Giraffe Project gets people to stick their necks out for the common good.

Now more than ever before, America needs more people with vision and courage—people willing to put their ideas and ideals into action in solving the problems that challenge our society.

The Giraffe Project has been moving people into caring, courageous action since 1982. Its strategy is simple: if you want someone to take a risk for the public good, show them someone else going first. The Giraffe Project calls such role-models "Giraffes" and has been finding them and telling their stories through mass media since 1982.

We place Giraffe stories on all the major television networks. Giraffes have also been featured in *Time*, *The New York Times*, *People*, *Parade* and many, many other publications, both national and local. Radio scripts on Giraffes have been narrated by volunteers like Candice Bergen and Sam Waterston. And we tell their stories in our own *Giraffe Annual* and *Giraffe News*.

People inspired by Giraffes have generated projects large and small, from cleaning up wetlands to organizing local programs for the homeless. And the Project's files are full of messages from Giraffes confirming that its work has brought them credibility, contacts and resources.

The Project's *Standing Tall* teaching guides build courage and caring in students in grades K-12, then teaches them how to put those qualities to work in designing and implementing their own service projects. *You're Gonna Do WHAAT!?* is a kids' television program based on Giraffe stories and themes, being developed jointly with Nickelodeon.

**Giraffe lectures and workshops** offer both inspiration and street-smart strategies to universities, companies, unions, service organizations, government agencies and national conventions.

**Giraffe-a-Town Campaigns** help entire towns and small cities improve their ability to solve tough, long-term problems of race, poor schools, apathy and urban decay.

**Giraffes Russia**, based in Moscow, works with media to inspire Russians to take responsibility for the huge challenges they face. The Russian staff has translated *Standing Tall* and introduced the guides into Moscow-area schools.

The Giraffe Project, a non-profit organization, has been funded by 37 foundations, by private donors, by members and by sales of its own products and services. Founded in New York City, the Project is now based in Washington State, with a paid staff of seven and many volunteers.

The Giraffe Project is a non-profit membership organization inspiring people to stick their necks out for the common good

Stick Your Neck Out



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membership organization inspiring people  
to stick their necks out for the common good

## BOARD OF DIRECTORS

November 1992

**Joyce F. Brown** is Vice-Chancellor for Urban Affairs and Development of the City University of New York. She has held a number of senior administrative posts within the University over the past 23 years. In 1985, Governor Cuomo appointed her Chairperson of his Statewide Task Force on the Black Family. She is also a psychotherapist specializing in individual and family psychotherapy.

**Dee Dickinson** is Founder and President of New Horizons for Learning, communicating new research and strategies on learning and human development. She has been a teacher, university professor, media producer and creator of seven major international conferences on education. A member of the (Seattle) Mayor's Task Force on Education, she also consults to schools and school systems, governments, corporations and community groups.

**Edith Everett** is Senior Vice-President of Gruntal and Co., a member firm of the New York Stock Exchange. She is the Vice-Chair of the Board of Trustees at the City University of New York and devotes considerable time to educational programs spanning elementary through university levels. She is Vice-President of the Coalition to Free Soviet Jews and is on the Board of Middle East Watch.

**Thomas H. Lipscomb** (Secretary-Treasurer) pioneers innovative uses of communications software. He has been President of The New York Times Book Co. and President of Lipscomb and Co. He has been a member of the New York County Republican Committee and Chairman of the New York Vietnam Veterans Leadership Program. He is a member of the Council on Foreign Relations.

**Ann Medlock** is Founder and President of the Giraffe Project. Her background includes editing *Viet Nam Presse* in Saigon; chairing the Children's Cultural Foundation; freelance writing for magazines and corporations, and media consulting for Western Union, AT&T and the Maritime Administration. She has been Editor-in-Chief of Children's Express, an editor at Macmillan, and speechwriter to the Aga Khan.

**Kenneth F. Mountcastle, Jr.** is a Senior Vice President of Dean Witter Reynolds Inc. A former member of the New York Stock Exchange, he is very active in a wide range of volunteer activities. He is a member of the Board of Trustees of the CORO Foundation and of INFORM. He is a Director of Business Executives for National Security, the Mary Reynolds Babcock Foundation, the Fresh Air Fund and the Sears Roebuck Foundation. He is also a member of the Council for Excellence in Government.

**Frederick Osborn, III** (Chairman) is Staff Officer for Planned Giving of the Episcopal Church. His previous position was as Director of Administration for the Episcopal Diocese of Connecticut. He is on

the Boards of a number of social service, environmental and business organizations, trustee of several trusts and active in a variety of civic affairs.

**Ronald Reed** (Vice-Chair) is pastor of St. James Church in Wichita, Kansas. He has often served as a consultant to both non-profit and for-profit organizations in program, financial and management development. He is completing a book on personal financial management based on giving rather than on the accumulation of assets.

**Robert Rosner** is Founder and Director of the Smoking Policy Institute (resolving the problems created by smoking at work) and teaches a course at Seattle Pacific University in non-profit organization and management. In ten years he built SPI into a major player in its field, earning the Surgeon General's Medallion and other honors. He is an expert in helping non-profits earn income from sales of their own products and services.

**Paul Schell** is a real estate developer, Seattle Port Commissioner and Dean of the University of Washington College of Architecture. He was a Wall Street lawyer until he moved to Seattle in 1967. He was Director of Seattle's Department of Community Development from 1975 to 1977 and afterwards ran unsuccessfully for Mayor. In 1979, he founded Cornerstone Development, which pioneered the highly praised transformation of downtown Seattle's waterfront.

**Richmond Shreve** is Chief Executive Officer of Edmar Corporation, principal owner and operator of the Central Jersey Industrial Park. He assists the faculty of the NYU Stern School of Business as a Director of one of the simulation companies managed by MBA candidates. He is active on the boards of the United Way, YMCA, the Worldworks Foundation and the Friends of the Holy Cross Monastery.

**Ganga Stone** was named a Giraffe in 1988 for her work in starting "God's Love We Deliver," a community-based organization providing gourmet meals, counseling, faith and friendship to people with AIDS in New York City. She started the organization in 1985, cooking meals herself and delivering them on a bicycle. God's Love now has a salaried staff of 30 and 800 active volunteers serving over 750 clients. In 1988 she received the Temple Award for Creative Altruism.

## KEY STAFF

**Ann Medlock**, President (see above)

**John Graham**, Executive Director, was a U.S. diplomat for 15 years. His assignments included revolutionary Libya, Viet Nam, NATO, the U.S. Mission to the U.N. and a stint as foreign policy advisor to Senator John Glenn. Since leaving the Foreign Service in 1980, he has lectured and led seminars worldwide, helping individuals, organizations and communities successfully tackle the challenges of risk and change. He joined the Giraffe Project staff in 1983.

**Jean Gaznier**, Director of Education Programs, is an educator with 28 years experience in public and private schools, teaching art, music, journalism, English and drama. She is a graduate of Radcliffe College and Seattle University. In addition to her work at the Giraffe Project, she assists her local school district as Coordinator for Community Affairs.

THE GIRAFFE PROJECT: 1993 BUDGET with estimates for 1994 as of 1/25/93				
	1992 total	1993 subtotals	1993 total	1994 total (est.)
<b>I. DISBURSEMENTS BY ACTIVITY</b>				
<b>A. SELECTING, HONORING, PUBLICIZING AND ASSISTING GIRAFFES</b>	105,748		166,825	172,000
• One part-time and two full-time press officers (incl. benefits):		74,000		
- send press releases to local press				
- send "Tipsheets" of Giraffe stories to national media and to Project members				
- maintain follow-up telephone contact with local and national media				
- maintain telephone contact with Giraffes, to assist and advise, and to connect them with other Giraffes				
- extend distribution of Giraffes' stories to their local, state and federal officials				
- maintain media logs, press clip books and databases				
- nominate Giraffes for cash awards given by other organizations				
- assemble materials for Giraffe News and Giraffe Annual				
- supervise volunteers				
• Volunteers:		0		
- research and log-in nominations for Selection Committee				
- assist with mailings and with telephoning Giraffes				
• Printing and mailing costs of press materials		8,000		
• Giraffe News (biannual) and Giraffe Annual				
- contractor writes texts		3,000		
- typesetting, printing and mailing		12,000		
• Sending "Media Savvy" and "The Giraffe Handbook" to all Giraffes		10,500		
• 30% share of Management and Support (M&S) Costs. See Section III for M&S detail		59,325		
<b>B. EDUCATION PROGRAMS</b>				
• Standing Tall Program — teaching kit and children's television project	86,539		113,825	120,000
- director (incl. benefits)		30,000		
- assistant to director " " (part-time)		7,500		
- contract design and typesetting		5,000		
- staff travel		5,000		
- marketing costs — advertising and direct mail		7,000		
- 30% share of M&S Costs		59,325		
• Stan Tall Newsheet	21,941	0	0	0
• Giraffes on Campus	10,420	0	0	0
<b>C. MEMBERSHIP BUILDING</b>				
- printing and mailing costs of new brochures and other membership materials	9,378	8,000	17,888	20,000
- 5% share of M&S Costs		9,887		
<b>D. LECTURES, WORKSHOPS AND "GIRAFFE A TOWN" CAMPAIGNS</b>				
- contract marketer	23,477	8,000	42,662	35,000
- travel		5,000		
- 15% share of M&S Costs		29,662		

	1992 total	1993 subtotals	1993 total	1994 total (est.)
<b>E. FUNDRAISING</b>	35,764		28,275	30,000
- staff-designed appeals to members — printing and mailing costs		4,000		
- travel and meetings		4,500		
- 10% share of M&S Costs		19,775		
<b>F. GIRAFFES RUSSIA</b>	20,655		24,888	35,000
- staff and other overhead costs in Moscow		15,000		
- 5% share of M&S costs		9,887		
<b>G. NEW PRODUCT RESEARCH AND DEVELOPMENT</b>	10,586		9,887	10,000
- 5% share of M&S costs		9,887		
<b>H. PREVIOUS YEAR ACCOUNTS PAYABLE</b>	57,318		0	0
<b>TOTAL DISBURSEMENTS</b>	381,826		404,250	412,000
<b>II. CASH INCOME</b>				
1. Foundation grants (less required carryovers to future year)	177,150		200,000	115,000
2. Major gifts from private donors	85,520		95,000	105,000
3. Small donations (under \$500)	26,688		28,000	30,000
4. Memberships	18,942		20,000	22,500
5. Product sales (revenues less costs)	14,953		30,000	100,000
6. Speeches, workshops and Giraffe a Town programs	14,270		30,000	40,000
7. Bank loan	40,000			
8. Other	4,593		3,000	3,000
<b>TOTAL CASH INCOME</b>	382,116		406,000	415,500
<b>III. ANALYSIS OF MGT. AND SUPPORT COSTS INCLUDED IN SECTION I.</b>				
Cash only — does not include depreciation costs				
	1992	1993	1994(est.)	
President (incl. benefits)	40,649	41,500	45,000	
Executive Director " "	40,649	41,500	45,000	
Administrative staff " "	34,154	43,000	45,000	
Admin. volunteers (750 — 1,500 hours)	0	0	0	
Unemployment benefit payments	3,999	0	0	
Rent and utilities	16,318	16,500	17,500	
Telephone	9,904	11,000	12,000	
Legal and auditing costs	4,585	5,000	5,000	
Insurance (office, L&I)	673	750	800	
Gen'l purpose printing & copying	5,446	6,500	7,000	
Gen'l purpose postage	1,026	1,500	1,800	
Gen'l purpose supplies and repairs	4,343	5,000	6,000	
Miscellaneous	4,220	4,500	4,800	
Repay loan, plus interest	3,186	21,000	19,500	
<b>TOTAL M&amp;S COSTS</b>	169,152	197,750	209,400	

Internal Revenue Service

Department of the Treasury

District  
Director

P. O. BOX 7680 GPO  
B'KLYN., NY 11202

MAY 2 1985

Date:

Employer Identification Number:  
13-3209618

Our Letter Dated:  
August 22, 1984

Person to Contact:  
E. Birnbaum

Contact Telephone Number:  
(718) 780-6138

▷ The Giraffe Project  
120 Second Street, Box 759  
Langley, WA 98260

Dear Gentlemen:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

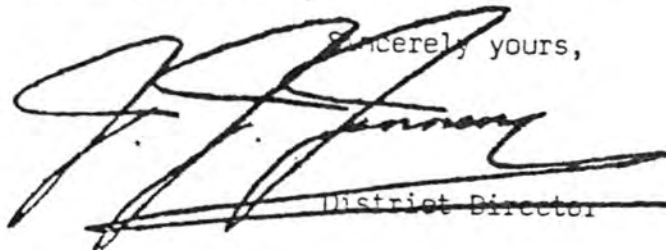
Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) & 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the Code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) & 170(b)(1)(A)(vi) status, or acquired knowledge that the Internal Revenue Service has given notice that you would be removed from classification as a section 509(a)(1) & 170(b)(1)(A)(vi) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



District Director

cc:

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# The Giraffe Annual

THE OFFICIAL JOURNAL OF THE INTERNATIONAL GIRAFFE MOVEMENT

*Nobis Est\* So Stick Your Neck Out*



Dan Patterson, an award-winning filmmaker for the City of Seattle, was named a 1992 Giraffe for blowing the whistle on a supervisor who was sexually harassing him and for championing the right of all employees to be protected from the misuse of power.

## INSIDE THIS ISSUE

<i>Beyond the Ballot Box</i> .....	5
<i>The Mother Teresa of Celery</i> .....	6
<i>To Be of Use</i> .....	7
<i>Of Paper Stacks and Leatherbacks</i> .....	8
<i>The Long Haul</i> .....	10
<i>Long Neck, Clipped Wings</i> .....	13
<i>From Trouble to Tarragon</i> .....	14
<i>Legislative Whiz Kids</i> .....	16
<i>Straight Talk</i> .....	18
<i>Compassion in Action</i> .....	19
<i>From the Chair</i> .....	20
<i>1992 Financial Report</i> .....	21
<i>Membership Information</i> .....	22
<i>Giraffenalia</i> .....	23

## The President's Report on 1992: Year of the Cliffhanger

It wasn't exactly my favorite year, but looking back on it, I feel proud. Proud of staff, Board, volunteers, contractors, and of all the Project's supporters—extraordinary people who got the Project through some serious economic white water that cap-sized many another worthy organization.

While other non-profit doors were closed by the 1992 economic turndown, the Giraffe Project not only kept operating on-mission, it ended the year with every bill stamped "paid." The numbers are in the financial report on page 21; here's the story:

### Recession reaches Giraffe HQ

By February it was clear that the Project's income was dropping; foundations and donors were tightening their belts, giving less than they had in posher years, and/or focusing newly limited resources on emergency assistance programs. We're all for

**\*IT'S UP TO US**

getting help to people in dire straits, but we're also determined to keep working for the changes of attitude and action that are needed for long-term results. But how were we to keep getting the job done when funds were falling short?

### Project restructures

In March, Board members co-signed for a bank loan that solved the immediate financial crisis, then formed a finance committee to work with us on planning and on bringing in funding. Our projections said that we could make it into the black by fourth quarter if our fundraising for the rest of the year was superb *and* we cut costs by 30%.

The operational cost-cutting solutions came from the entire staff. All hands took part in modeling a Project that would stay effective but spend less, rethinking their own jobs and all Project programs.

### Operations revamped

New Giraffe selection juries went from monthly to bi-monthly, cutting in half the attendant prep and follow-up work.

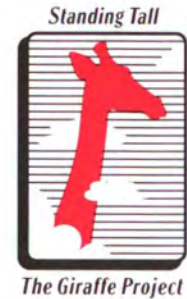
The quarterly *Giraffe Gazette* mutated into two issues of the less costly *Giraffe News* and one thick *Giraffe Annual* per year.

*continued next page*

**The Giraffe Project**  
PO Box 759  
Langley • WA 98260

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*The Giraffe Project is a national organization inspiring people to stick their necks out for the common good. Founded in 1982, the Project honors "Giraffes," gets their stories told in local and national media, and brings them to young people in the Standing Tall Teaching Guides.*



***Could your students  
use some real heroes?***

***Would it do them good  
to feel heroic themselves?***

***And could you use a way  
to teach any kid to be  
a brave, caring, active citizen?***

*"EnCourage" your students to find the real heroes  
in their studies, in their community and in themselves.  
Help them design and put into action their own service projects.  
Think of the impact kids can have when they've learned to believe  
in their own ability to make their world a better place,  
when they've moved into action and gotten results,  
when they think it's cool to do that.  
You can give your students this invaluable understanding  
of themselves and their world with*

***The Standing Tall Teaching Guide***

# The Standing Tall Teaching Guide

The purpose of *Standing Tall* lessons and activities is to inspire students into caring, courageous service. And while they're catching Giraffe spirit and moving into action, they'll be acquiring basic skills and independent learning capabilities as well.

*Standing Tall* helps students develop confidence in their own abilities to take thoughtful, positive action for the betterment of the world about them—and to see service to others and their communities as an integral part of a meaningful life.

*Standing Tall* also introduces young people to “Giraffes”—men, women and children who are sticking their necks out for the common good. In the Giraffe Project files there are over 700 stories of such people. Name a problem and there are “Giraffes” sticking their necks out to solve it—reviving “dead” rivers, getting drug dealers out of neighborhoods, cleaning up corrupt town governments, creating great schools. Giraffes are students, retirees, truck drivers, forest rangers, waitresses, doctors, homemakers, cops and teachers. Giraffe stories are a unique resource for teachers and students looking for inspiration and guidance.

*Specific objectives are that students, appropriate to their grade levels, will:*

- develop self-esteem and interpersonal skills as they choose and act on goals;
- develop reasoning, thinking and decision-making skills and a spirit of inquiry;
- develop empathy for other people's needs and feelings;
- demonstrate an awareness of community—local, national and global;
- demonstrate an awareness of history and current events;
- appreciate the need for all citizens to help their communities and their country be better places;
- understand that putting ideas and ideals into action often requires courage;
- apply what they have learned to a real-life situation;
- learn leadership, management and communication skills as they recruit, involve and inspire others in order to carry out their project.

*Involvement in their own service projects helps students see themselves as “learners” outside the classroom, capable of facing new challenges and finding the answers they need, when they need them.*

## Standing Tall Teaching Guides are available for a limited time for \$95

The Comprehensive Health Education Foundation (CHEF®), the non-profit publishers of *Natural Helpers®* and *Here's Looking At You 2000®* are working with the Giraffe Project to develop *Standing Tall* as a multi-media kit of materials. When these kits are published, it may no longer be possible to offer the *Standing Tall* guides without the accompanying kit materials. Until the complete kits are ready, you can start *Standing Tall* in your school or classroom at a minimal cost.

*Guides for all grade levels contain:*

- ✓ a 25-minute video about Giraffes, made by public television;
- ✓ teacher preparation ideas, including ways to adapt *Standing Tall* to your classroom needs;
- ✓ classroom lessons that lead from learning the meaning of real heroism to designing and carrying out a service project;
- ✓ stories of Giraffe heroes;
- ✓ student worksheets/discussion starters for photo copying;
- ✓ reflection questions and just-for-fun activities;
- ✓ enrichment and resource materials;
- ✓ a bibliography.

The guides for K-2 and 3-5 also include an overhead transparency you can use to create giraffe classroom graphics. The 10-12 guide comes with ten copies of an 85-page paperback book, *The Giraffe Project Handbook: A Guide to Effective Community Service and Social Action*, which is integral to the 10-12 activities. You may photocopy the *Handbook* or order more copies at \$5 each.

Please send me the following *Standing Tall* guide(s):

K-2 QTY: \_\_\_\_\_  3-5 QTY: \_\_\_\_\_

6-9 QTY: \_\_\_\_\_  10-12 QTY: \_\_\_\_\_

I'm paying by:

Purchase Order # \_\_\_\_\_

Visa  MasterCard

ACCT. # \_\_\_\_\_

EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

(CHEF will add UPS shipping and handling costs and 8.2% tax for WA STATE customers)

Check (made out to The Giraffe Project). Please call CHEF® first for UPS shipping and handling costs and WA STATE tax, if applicable: 1-800-323-2433.

Please send me free *Standing Tall* sample pages from these guides:

K-2  3-5  6-9  10-12

NAME \_\_\_\_\_

SCHOOL, DISTRICT, ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

STREET\* \_\_\_\_\_

CITY, STATE \_\_\_\_\_

ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ WORK PHONE \_\_\_\_\_

\* Please specify billing address and mailing address if they are different.

Mail to The Giraffe Project, PO BOX 759, LANGLEY WA 98260. You can call the Giraffe Project Education Department at (206) 221-0757 for more information.

*Cinn McHock*  
*Pres.*  
**John Graham**  
Executive Director

**THE GIRAFFE PROJECT**

206 221 7989

120 Second Street  
PO Box 759  
Langley  
Whidbey Island  
WA 98260

FAX 206 221 7817

***Stick Your Neck Out***

recycled paper

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(SPP)

Giraffe News

# GIRAFFE NEWS

About People Who Stick Their Necks Out for the Common Good

Number one! Single copy price \$1 • A publication of The Giraffe Project

**T**his is issue number one of a publication the Giraffe Project has developed to keep the Giraffe movement growing, despite the recession. Given that dollars are tight for so many people, we've come up with a \$7 Basic membership so more people can sign up. Basic members get membership kits and this paper.

Regular membership is \$35. Giraffe Regulars receive *Giraffe News*, plus the tip sheets about new Giraffes that we send to media contacts across the country. When reporters know, Regulars will know. Regulars will also receive the *Giraffe Gazette*, an annual journal of Giraffe profiles and articles, plus a 20% discount on Giraffenalia.

Here at Giraffe Headquarters, we know that in hard times people need hope more than ever. We are working with media every day, getting Giraffes' inspiring stories told in newspapers and magazines, on television and radio. We're perfecting *Standing Tall*, Giraffe materials for classrooms, from kindergartens through high schools. We're connecting Giraffes with each other as well as with the media, and nominating them for cash awards. We're giving speeches and workshops, and we're developing ever new ways to get people of all ages acting for the well-being of their neighborhoods, communities and their world.

Give the hope and inspiration of Giraffe membership to people you know. Keep Giraffe stories going out to the media and into the schools, where they give hope to thousands of people you will never know. Join us!

---

## Support Your Local Giraffe

**M**embers and admirers of the Giraffe Project have been asking how they can get into action on their own turf.\* One way to start is to slipstream behind somebody already on the move, like a Giraffe. In 47 states and the District of Columbia, there are Giraffes hard at work, many of them ready and willing to sign you on. We put calls out to hundreds of Giraffes, asking them what kind of help they could use from you. Here's what we heard back:

*We urge you to use these Giraffe "classifieds" as action advisories. Find ads that strike a strong note for you. Make your move in whatever way makes the most sense to you. Maybe it's getting in the car and going right over to lend a hand. Maybe it's talking your company into giving a Giraffe the photocopier that's being replaced in your office. Maybe it's buying something a Giraffe needs and seeing that s/he gets it, or very simply, writing a check. If your resources don't stretch*

Stick Your Neck Out



The Giraffe Project

197 SECOND STREET  
PO BOX 759  
LANGLEY WA 98260

MAIN OFFICE 206-221-7989  
EDUCATION 206-221-0757  
FAX 206-221-7817

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*The Giraffe Project is a non-profit  
membership organization inspiring people  
to stick their necks out for the common good*

## Giraffe Sighting Report

*A Young Giraffe has been sighted in Miami!*

The Giraffe Project, a national nonprofit organization, has commended 10 year-old **Aaron Gordon** as a "Giraffe" for sticking his neck out to make Florida's school busses safer for children.

When Aaron Gordon was 8 years old, he was, as he puts it, "like, jolted from his seat" in a near-accident on a school bus. His actions since then have jolted a few officials in Dade County. First, **he got 4,000 signatures on a petition to install shoulder harnesses on school busses.** He took the signatures to the Dade County School Board, telling them that more than 6,000 children a year are injured in school bus accidents in this country; the Board was cordial, even impressed. But they decided not to spend the money. Aaron, however, was just beginning.

**For two years, he lobbied the state legislature, the Secretary of Education, his Congressperson, and the School Board.** In November 1991, State Rep. Daryl Jones got the Center for Urban Transportation Research to begin working on a new shoulder restraint with many design features based on Aaron's suggestions. U.S. Rep. Andy Jacobs Jr. of Indiana sought Aaron's advice on legislation that would put Aaron's harnesses on school busses nationally.

"I hope other kids get the message that if you follow through with something, lawmakers will listen," Aaron says.

You can reach Aaron Gordon at (305) 253-5867.

*For further information about the Giraffe Project and about other Giraffes, contact Christine Shrader or A.T. Birmingham-Young at 206 221-7989 during west coast business hours.*

VOLUME 14  
NUMBER 5  
MARCH 15, 1993

# Bottom Line

Incorporating  
Privileged Information

PERSONAL

Ann Medlock, Giraffe Project

## Many Individuals Have Brought About Significant Change You can too!



If you think one person cannot bring about meaningful change in this world, think again...

□ **Woman targets plant.** Lisa Crawford was looking forward to clean air and water when she moved her family to rural Fernald, Ohio. But soon she discovered that what seemed to be a feed factory across the road was processing uranium, and that her well water was radioactive. She raised such a fuss that the federal government closed the plant and scheduled a clean up.

□ **Street-people saver.** Guy Polhemus got so angry when New York City grocers harassed street people trying to redeem aluminum cans that he used his life savings and devoted all of his time to establish *We Can*, a redemption center catering to and staffed by the homeless. *Bonuses:* There's less litter and trash for the city to deal with...and many redeemers have used the earnings to restart their lives.

□ **Housing the homeless.** Cora Lee Johnson of Soperton, Georgia, got angry when she heard local officials wanted to return federal housing funds because they didn't think poor people deserved public housing. She went over their heads, pressing Congress and federal officials on behalf of Soperton's poor. *Result:* Thirty families now live in apartments built with that money.

□ **Vegetables on vacant land.** Ed Cooper of Boston noticed that many of his neighbors had to skimp on food to pay their heating bills, so he persuaded city officials to let residents convert city-owned lots into vegetable gardens. *Result:* Boston Urban Gardens has now established 120 such gardens.

### STICK YOUR NECK OUT

Anyone who spots a problem can do something to fix it. All it takes is savvy, persistence and a willingness to become a "giraffe"—to stick your neck out to help others. *What to do:*

• **Overcome passivity and inertia.** Too many of us feel powerless to change the world and don't even try. *Major factor:* Influence of

television. TV reinforces the notion that the world is falling apart, but also encourages passivity. We've grown so accustomed to watching that we forget that we can participate. The average person spends seven hours a day watching television. With Americans spending so much time entertaining themselves, it's no wonder the world has gotten so bad.

• **Choose one problem.** Instead of grousing about what's wrong with the world, pick the single issue about which you feel most passionate. *Key questions:*

.What do you most wish were different?

.What frightens you the most?

Often, there already exists a group that is taking steps to address this problem. If not, launch your own effort. Even a very modest, seemingly insignificant effort can bring about meaningful change.

• **Do your homework.** Before attacking the status quo and offering incautious opinions about how to fix things, do research. Have other communities or organizations dealt with similar problems? What were their solutions? Were they successful? How can these solutions be improved upon? Are there better solutions?

• **Act on an appropriate scale.** One person may not be able to "fix" big institutions. Odds are, however, that even the largest, most entrenched problem can be redressed on some level. If you start small—a letter-writing campaign, for instance—it can eventually bring the powers-that-be around to your way of thinking. Similar programs have worked. Elected officials do listen to their constituents—but only if avalanched with letters and phone calls. Things do change.

*Example:* A generation ago, drunkenness and even drunk driving were considered funny...and it seemed that almost everyone in this country smoked. No longer. Groups like Mothers Against Drunk Driving and small citizens' groups inspired by former Surgeon General Koop were driving forces in these changes.

• **Put forth realistic alternatives.** Criti-

*Bottom Line/Personal* interviewed Ann Medlock, founder/president of the Giraffe Project, a nonprofit organization that inspires people to stick their necks out for the common good, Box 759, 120 Second St., Langley, Whidbey Island, Washington 98260. Annual membership is \$35.

cizing the status quo isn't enough to bring about meaningful change. Workable alternatives must be offered.

• **Don't shrink from conflict.** Anyone who challenges the status quo risks antagonizing the powers that be—politicians, bureaucrats, corporate executives, etc. *Helpful:* Instead of trying to beat your adversary, try instead to collaborate—to compromise without confrontation.

• **Spread the word about your efforts.** Copiers and fax machines are great for spreading your message, whether it's to community leaders, politicians, prospective donors, etc. Use what you've got. Ayatollah Khomeini paved the way for the Islamic revolution in Iran by recording speeches on audio tapes and sending them back to Iran from his exile in Paris—smart marketing, even if you didn't agree with his ideas.

• **Don't focus on funding.** Few people manage to earn a living from their charitable acts. Many seem to lack the funds even to get things going—but they manage to do so anyway, and money always seems to materialize. It's a little like Tom Sawyer whitewashing the fence. Once people see what you are up to, they'll be eager to join you.

*Example:* I started the Giraffe Project with only \$17—and a lot of determination. Professional fundraisers said the idea was too unusual to attract support. We now have 17 staffers working on teaching courageous services and thousands of members and 29 foundations have backed us. ■

# for the record

## The Common Good

It sounds like a grass-roots effort to save those wonderful long-necked African animals, but Langley, Washington's Giraffe Project (GP) aims to identify, commend, and publicize people who stick their necks out for the common good—individuals like Bill Wassmuth, a former Catholic priest who mobilized Idaho citizens against the hate crimes of white supremacists and founded the Northwest Coalition Against Malicious Harassment. Commended as the 129th "point of light," GP has cited more than 700 individuals worldwide in the hope that others will be inspired to make similar efforts. "The focus is not really on the giraffe," says Ann Medlock, who founded GP ten years ago in New York. "The focus is on energizing the communities that need to know their stories."

Alternately amazing, heart wrenching, harrowing, and inspiring, those stories include a handful of Northwesterners. Take U.S. Forest Service timber-sale planner Jeff DeBonis of Eugene, Oregon, who risked his career to champion free-



**UPSTANDING CITIZENS:** The Giraffe Project's Ann Medlock and John Graham hope that one day it will be normal to stick your neck out.

speech rights for government employees; he founded the Association of Forest Service Employees for Environmental Ethics.

Joe Medalia of Seattle was recognized for using his salvage business to train and encourage physically and developmentally disabled kids whom others wouldn't hire. Members of British Columbia's Haida Nation used their bodies to blockade logging equipment and stop massive clearcutting on their home islands, which were subsequently declared a national preserve. Eric Love risked

his position as an African-American student leader at Boise State University to speak out against the harassment of gay and lesbian students, lead protests against "skinhead" rallies, and help make Martin Luther King Day an Idaho state holiday.

"Our mission," says executive director John Graham, "is to inspire and teach." GP issues press releases, designs educational programs, and runs Giraffe-a-Town, which helps whole communities develop Giraffe-like qualities. "Imagine the chain

reaction when enough people get this," Graham says. "It will be normal to stick your neck out. It will be normal to manifest spontaneous compassion."

For more information, contact The Giraffe Project, 197 Second St., Box 759, Langley, WA 98260; (206) 221-7989. —Drew Kampion

## Up the Creek

# Pacific Northwest

Stories such as these, generated by the Giraffe Project's local press campaign, are bringing volunteers, moral support and grants to Giraffes.

# Local news

The Cincinnati Post, Monday, June 12, 1989

## Award helps whistleblower rebuild his life

By Nick Miller  
Post staff reporter

John Berter once said his experiences as a whistleblower had left him "slowly twisting in the wind." Today, the twisting has slowed for the former Veterans Administration employee, allowing him to set some goals and feel some peace of mind.

The 39-year-old St. Bernard man was chosen recently to be honored by The Giraffe Project for reporting the alleged abuse of patients at the VA's Cincinnati

medical center in 1986. Berter was employed there as a police officer.

The award is one more building block in a life Berter has tried to reconstruct since the VA fired him after he made his allegations.

"Like with other awards I've received, each one vindicates me even more. It's a real good feeling," said Berter.



John Berter

"The (Giraffe) project membership organization people to stick their common good. Berter Giraffe for sacrificial service to patients at Cincinnati Margie Sloan, pr

The VA and trial Wilson denied though Wilson transferred. The investigated the er and threa

**Tampa:**  
Home-repair service nails down award for...

By DAVID BRACKMAN  
Times Correspondent

### WEST HOLLYWOOD POST

BEST READ NEWSPAPER IN WEST HOLLYWOOD

VOLUME 64, NUMBER...

#### STORY OF THE WEEK

Shirley, an untypical corporate animal, sticks her neck out

TAMPA — Angela Martinez stuck neck out. Now, she is a Giraffe. Ms. Martinez, director of Tampa's Senior Home Improvement Program (SHIP) was recently commended for her work organization that inspires people to stick their necks out for the common good.

SHIP, a service of Tampa's Centre for Women, provides emergency home repairs and energy conservation work for poor, elderly residents of Hillsborough County. Through the years, SHIP has repaired more than 1,800 houses, all free to the homeowners.

For many whom the 9-year-old program helps, Ms. Martinez and her four-woman crew are the difference between keeping their homes and losing them.

The Giraffe Project, based in Langley, Wash., has cited about 370 people for taking risks, performing courageous actions and meeting any challenge life presents. John Graham and Ann Medlock, a married couple, founded the project in

Angela Martinez said starting SHIP was scary.

Bu Martin receive y though public r good wh we do."

### Arizona Daily Sun

January 28, 1990

#### triumphs over risks

such as ostracism from a community, is one criteria which Giraffe Project founders John Graham and Ann Medlock use to select award recipients, according to a recent article in Time magazine. "Giraffes" like Erica are recognized for "sticking their necks out for the common good."

Erica's mom, Susan, says working for the common good is encouraged in the Hansen family. "My husband, Wes, works with the blind and visually impaired. I was a vocational-rehabilitation counselor," she said. "My husband was in the Peace Corps, and he is very active in Returned Peace Corps volunteers. I lived in South America for two years, and I saw a lot of poverty. We're involved in Amnesty International, and my husband is involved with Sister Cities. I can see



ERICA HANSEN



South Arkansas  
MPTON, ARKANSAS, WEDNESDAY, J  
o Ann Cayce Ge  
Giraffe Project A

### The Evening News

HARRISBURG, PA., THURSDAY, JULY 13, 1989

#### 'Giraffe' Reed Mayor cited as risk-taker

By Jim Lewis  
Patriot-News

He's not 18 feet tall. And he doesn't have a long neck and hooves.

But Mayor Stephen R. Reed definitely is a "giraffe," a national foundation says.

The Giraffe Project, a Seattle-based foundation, dubbed Reed a giraffe because he is "sticking his neck out for the good of others."

Slovan, the foundation's press director.

The honor surprised Reed, who had never heard of the giraffe status. He gets a free membership to the Giraffe Project and a commendation, but no money. Sloan said.

"I've been referred to many times as a certain part of anatomy of

Sunday, Jan. 5, 1992 The Philadelphia Inquirer

### The Detroit News

Get a Giraffe honored for daring to stick out battle street's crack dealers

the Giraffe Project, a national-profit organization that inspires people to stick their necks out for common good, has announced Jo Ann Cayce of Thornton has named a Giraffe for 34 years of unceasing advocacy for the poor. Whether the need is for food, clothing, home repair or dental care—if she can't get someone to do it, she'll pay for it herself.

## Activist captures award — by a neck

Copyright 1989, The Arizona Republic

THE HOUSTON POST  
TUESDAY, October 15, 1991



Willis Zenk sets off to deliver food to needy Tri-Citians

Tri-Cities' dumpster raider ticks neck out for need

Los Angeles

THE WASHINGTON POST MONDAY, OCTOBER 9, 1989  
Public Interest  
THE FEDERAL PAGE

They did the right thing  
Richard Walden and Michael Lame were named 'giraffe' for sticking their necks out for international good

BY DIANE BAILEY  
They live in a city that often seems unable to see past its smog, its travel beyond the hems of its freeways. But Richard Walden and Michael Lame have defied the local ethic. Both gave up lucrative legal careers in L.A. to

metical shipment of food. While food is less-than-traditional in Arizona, "We found the local officials and then challenged the government with "We'll denounce you for keeping food out of the mouths of children." The government backed down from the date, and the food was delivered.

Phoenix, Arizona  
The arena on how to deal with didn't grasp, legs," she said. "In the sentence," he said. "The doctor 'Keep Jost' as he gets a brook, steps on him, properly." "But I had an..."

City  
Dallas T  
Woodinville WEE

50 cents



'Giraffe' Kristin Johnson shows slides of the endangered lemurs of Madagascar during her presentations on rain forests

'Giraffe' gives conservation lessons

Public Interest  
The Giraffe Project, a non-profit group that encourages people "to stick their necks out for the common good," has named Reston engineer Ali AbuTaha a "Giraffe" for spending two years of his life investigating the causes of the 1986 Challenger disaster to make sure it would never be repeated. The Project, in honoring AbuTaha, said he "exhausted his family savings and mortgaged his house four times" in order to compile his own report on the disaster and raise technical

Seadrift activist earns a 'Giraffe'

Group lauds environmental effort

VICTORIA, TEXAS, 77901, FRIDAY, JANUARY 17, 1992

SEADRIFT - A giraffe has been spotted in Seadrift. Longtime environmental activist Diane Wilson has been recognized as a "Giraffe," said Christine Shrader, a spokesman for The Giraffe Project, a national non-profit organization.

"Giraffes are everyday people who have stuck their necks out for the common good," Shrader said. More than 600 individuals have been recognized as Giraffes since the organization's founding 10 years ago.



July 4, 1989

News

'Giraffe' found in E. Amherst

The Giraffe Project, a national non-profit organization that inspires people to "stick their necks out" help people, has commended Ann Marie Zon of East Amherst as a "Giraffe" for her "extraordinary commitment" to the people of Nicaragua. Eight months of every year, Zon, 48 and single, works in 120 mountain settlements, some of which are... she was raised...

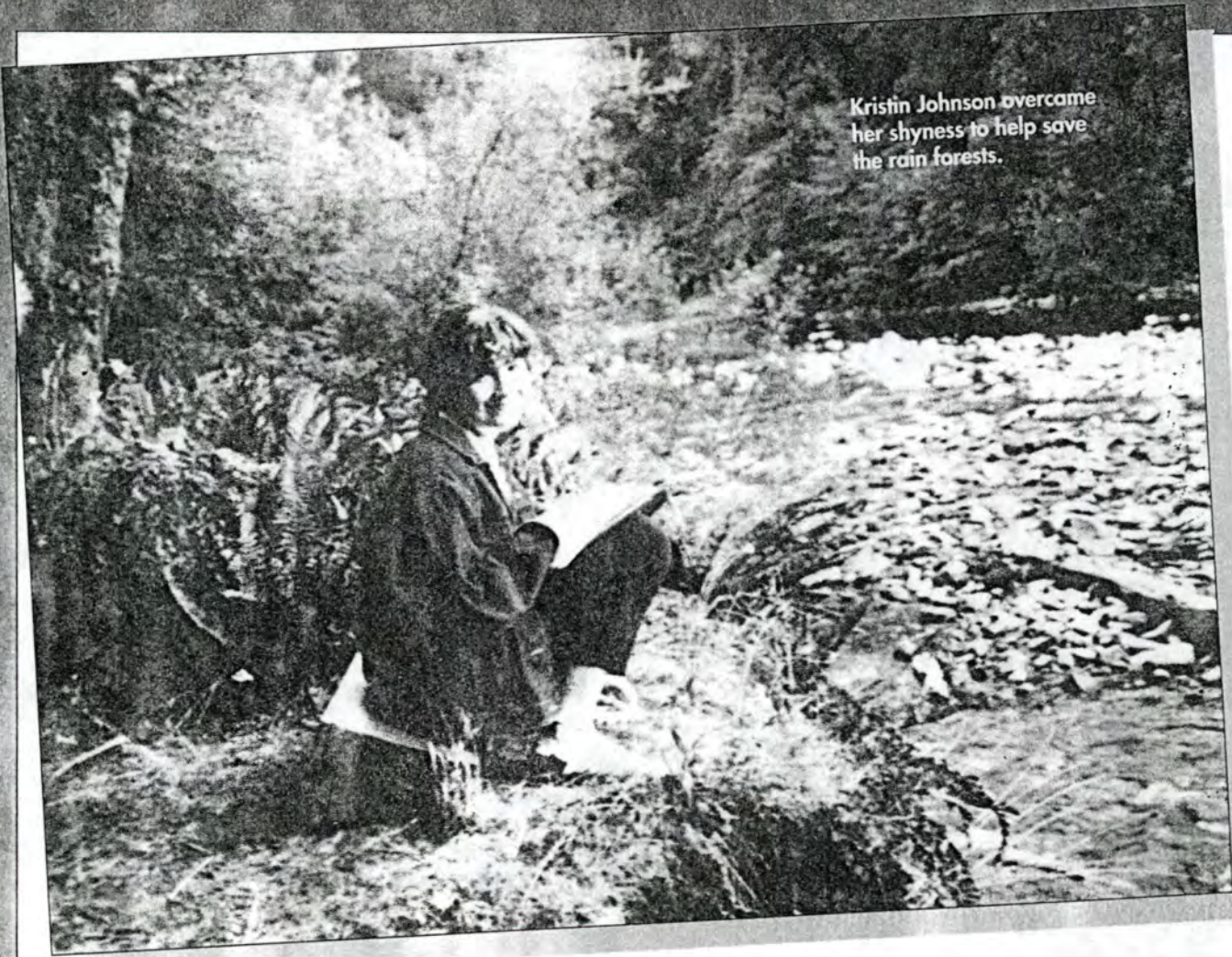


Janine Givens and Lee Palmer

# THEY STICK THEIR NECKS OUT

**T**hese kids are real people—working to make the world a better place.

From Scholastic's Sundance Magazine



Kristin Johnson overcame her shyness to help save the rain forests.

Photos: Courtesy of Giraffe Project

### Standing Tall

Janine Givens and Lee Palmer are Giraffes. They look like average sixth graders, but they're special—they stick their necks out to help others.

The Giraffe Project awards people who help others. Giraffes take risks to make things better. They stand tall and don't back down.

Janine and Lee took a stand in Andover, Massachusetts. Kids below the seventh grade level didn't have equal rights to use the Andover Public Library. Library officials thought they were too young. Janine and Lee

thought that wasn't fair, so they decided to do something about it.

They wrote a petition. They then got kids to sign it. They also talked on radio and television shows. They were scared and nervous, but they didn't give up. Finally, they won.

### Taking Risks

The Giraffe Project began in 1983. It was started by two humans—Ann Medlock and her husband, John Graham.

"We started the Giraffe Project to recognize people who stick their necks out

for others," says Ann.

"Giraffes are people who take risks," says John. He smiles. "They're not ostriches. They don't stick their heads in the sand."

How does a person become a Giraffe? Giraffes are nominated by other people. The Giraffe Project receives nominations by phone or by mail. Volunteers at the Giraffe Project office choose the new Giraffes each month.

"Sometimes, it's hard to choose," says a volunteer. "We pick people who take big risks for others. People who have imagination to do the right thing."

OCTOBER 13-15, 1989

## USA WEEKEND



# LOCAL HEROES

Each month good neighbors from around the nation are cited for helping out. October's heroes include Nero Graham and Abdulla Turner, for their New York block patrol.

Page 4

**KIDS' SPECIAL: The Nintendo/Turtle cults & more • Plus: Wolfgang Puck's prize pizza**

# The Hero Next Door

Meet the Type T personality — T as

in Thrill — a tag for people who

go out of their way to do things

for others. Next month the White House

honors the program that spotted them.

To their neighbors, Nero Graham, 40, and Abdullah Turner, 34, are heroes with a bullhorn. They patrol their New York City neighborhood, walking up to drug dealers, telling them to get off the block. Then they boom out descriptions of drug buyers on their bullhorn.

The result: Dealers and embarrassed buyers scatter. The two men lead a 40-person, 24-hour patrol to keep drug traders from coming back.

These "local heroes" have taken back their street — tough Morris Avenue in the Bronx. And this month, they'll be honored for their efforts by a national organization that rewards average citizens who make above-average contributions.

Every month, the "Giraffe Project" applauds local heroes from across the USA for "sticking their necks out for the

common good." Next month, the Giraffe Project itself will be honored, with a planned reception with the Bushes at the White House. And Giraffes like Graham and Turner definitely are invited.

The two are model Giraffes, sticking their necks out every time they aim a loudspeaker at drug dealers who may have Uzi submachine guns. Crazy?

"Sure, it's crazy to do this," says Graham, who is assistant chief of the Bronx Emergency Medical Service. "Everybody tells me that. But it's something you've just got to do."

Turner, a video store owner, explains: "When I looked out the window and saw my wife and two of my nine kids huddled next to a car with gunfire going over their heads, I thought it would be crazy *not* to do this."

But even their ardent supporters have doubts. "Nero Graham is an amazing man; he could afford to move from that neighborhood but he's chosen to stay and

fight," says Sally Dunford, of the Citizens Committee for New York City, which has commended Graham's drug patrol. "Still, he's not what I would choose as a role model. We tell people never to confront drug dealers directly. He goes against that and confronts them straight on."

Graham and Turner take the biggest risk anyone can — with their lives. Across the country, other dedicated people sacrifice for a cause, even if their only risk is a neighbor's raised eyebrows. The heroes in this article are Giraffes, cited by the Giraffe Project for their efforts.

## MILD-MANNERED HEROES

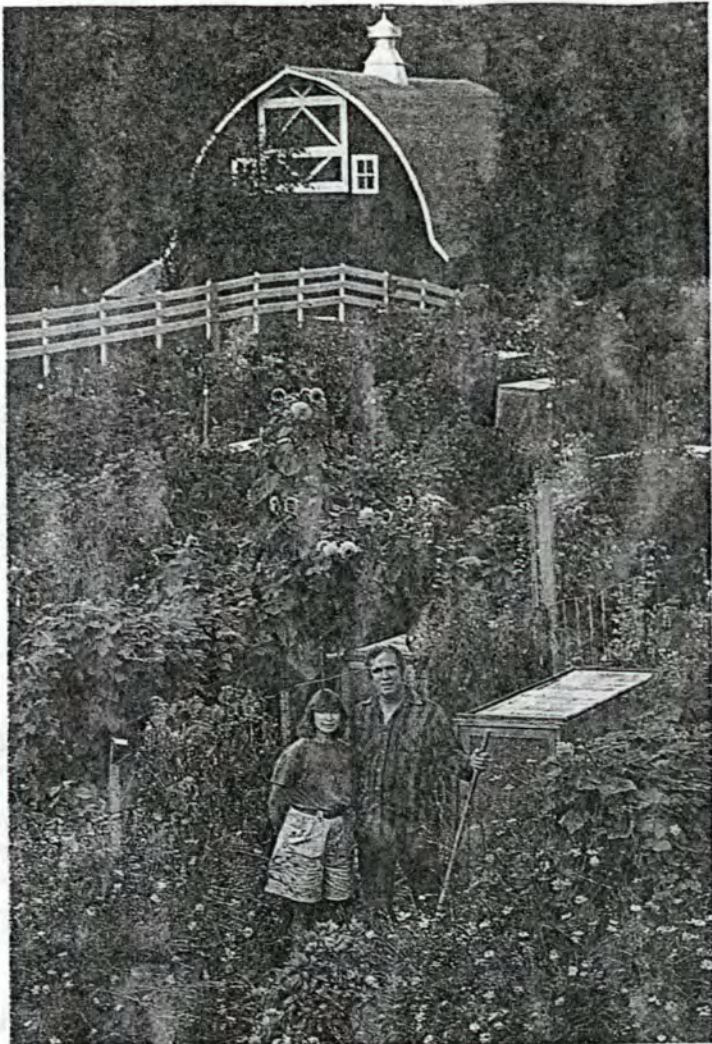
In Tempe, Ariz., 60-year-old Patrick Walsh once led a double life. By day, he was a mild-mannered salesman for one-stop photo shops. By night, he was a volunteer undercover agent for the Drug Enforcement Administration, helping to set up 12 years of drug busts in Mexico.

Now Walsh, who has cerebral palsy, has retired from both pursuits — but still patrols drug-infested Phoenix neighborhoods with the Guardian Angels.

In Oakland, Calif., a 68-year-old mother of 12 and grandmother of 30 used to spend her Social Security checks to feed the homeless in her local park. Mary Ann Wright began by making sandwiches; then she talked vegetable markets into donating unsold food.

Now, nine years later, she serves meals to between 300 and 500 homeless people every Saturday. On holidays the number grows to 1,000. And she has a hand: Neighbors cook and local organizations help pay for the food.

On the other side of the country, Doug Rose, 38, is so concerned for the poor and homeless that he gave up his job as a juvenile counselor, his home in Northampton, Mass., and all his possessions to travel the world drumming up action. One of his most successful pro-



## WHO:

Kent and Diane Whealy

## WHERE:

Decorah, Iowa

## GOOD DEED:

Save 6,000 seeds from extinction

## SACRIFICE:

Kent quit his job, causing his income to nose-dive.

jects: walking in a box pain

OK, walk didn't solve And probably Rose was nu he's still plea can do more

But few n heroes in sho '80s, one pe Donald Tru

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By Laurie Werner

Cover photo by Bill Bernstein, Outline

jects: walking around Boston for a month in a box painted to look like a house.

OK, walking around in a big box didn't solve anyone's housing problem. And probably many passersby thought Rose was nuts. He freely admits it. But he's still pleased that he tried. "Everyone can do more than they're already doing."

But few make those sacrifices, leaving heroes in short supply of late. And in the '80s, one person's hero — Ollie North, Donald Trump — is another's selfish oaf.

Not that we don't recognize pure heroes. Brave souls who run back into a crashed plane to rescue a baby, or risk their lives to disarm a crazed gunman, are canonized briefly on the evening news. But they're one-timers; they don't put themselves out again and again.

Why would someone want to sacrifice long-term, to think of others constantly, to do something so wonderfully weird day after day?

#### ARE YOU A TYPE T?

As experts see it, heroes don't have much choice: The qualities propelling selfless people go to the core of their personalities. Frank Farley, a psychology professor who studies heroes at the University of Wisconsin at Madison, calls them Type T's — that's T as in thrill.

"These people seek stimulation and risk. They're creative, independent-minded, energetic. They believe they control their destiny, and they want to act to make a difference."

Those daring greatly may face resistance from the people Farley tags the "little t's." And that's most of us.

Most people want a nice, secure, predictable life and think those who go for the thrills must be batty. Family members have an extra reason to think it: They see the risk-taker's action as placing the whole family at risk. As a result, says Farley, families can be less than supportive.

That's something Ranya Kelly knows well. The 32-year-old homemaker and self-described yuppie from Arvada, Colo., didn't exactly get major support from her husband, an engineer, when she announced plans to rummage through trash bins to dig out shoes discarded by shoe stores and then distribute them to the homeless. "He worried what his bosses would think of his wife picking through Dumpsters," Kelly says. She decided to risk it. "I said it wouldn't matter. It was more important to have shoes on people's feet."

Hartsel Cayce also knows how important it is to have shoes on your feet — his own shoes often wind up on someone else's. Wife Jo Ann, 57, is a one-person social service agency for her neighbors in rural Thornton, Ark., and she frequently gives her family's clothes to the needier. She also spends chunks of time with other families even though she knows she should be with her own. Her family has had a right to be resentful. "Oh, in the

beginning, maybe they were," she admits. "But they all understand now."

Cayce's kids came around so completely they nominated her as a Giraffe. And she was recognized as a fellow risk-taker by Giraffe honchos Ann Medlock, 56, and husband John Graham, 47. Certifiable type T's, the two had stuck their necks out to establish Giraffe in 1982.

As Medlock explains it, she and Graham gave up their careers — she as a journalist and speechwriter, he as a foreign service officer — for the project. They also sold everything they had, starting with their New York homes. "And, yes, people thought we were crazy."

To keep the project going, in 1985 they left New York for less expensive Whidbey Island, Wash., and disposed of any deluxe trappings. They don't mind. Neither do three of their four kids. The only holdout is their youngest, a son in 11th grade.

"He wonders why he can't have a car," says Medlock. "He's the most materialistic. But we try to explain."

Choosing Giraffes is a marathon. Nominations come from 2,000 dues-paying members and any self-appointed Giraffe spotters nationwide. (See story at right.) Then, two 12-person juries — members include a psychiatrist, a teacher, a waitress, a carpenter — vote on validated nominees. Reports on the new Giraffes are sent to a network of 500 radio stations for publicity. Next: Giraffe Productions hopes to make Giraffe stories into TV movies of the week.

#### FRANKLY, SHE GIVES A DAMN

Definite movie material is Scarlett Rabalais, 40, the philanthropic hot dog queen of Dallas. She could play the lead role herself: the blonde has long fuchsia nails and a soft, Southern voice. Her movie could start with this scene:

It was 11:30 on a March 1987 morning outside Sam's Wholesale Club in Irving, Texas. World-class shopper Rabalais was itching to start. Sam's, though, doesn't open until noon, so she sat in her black Cadillac and fretted. "My stepfather had had a heart attack the year before and had just gotten laid off from his job. He was 51 and no one would hire him. That was really on my mind."

So was the fact that she was hungry and there was no place near Sam's to get a bite to eat. She remembered that a wholesale shopper's club in California had hot dog carts in front of their stores, so she thought Sam's should put hot dog stands in front. And job-hungry disabled people or the elderly, like her stepfather, should be the ones to man the carts.

She wrote a letter to Sam's owner, billionaire Sam Walton, got an interview with one of his executives and had the first cart in place July 3 of that year. Now there are 23 carts in 13 Texas cities, in-



WHO:  
Scarlett and Al Rabalais

WHERE:  
Dallas

GOOD DEED:  
Hot dog stand chain hires only elderly, disabled people

SACRIFICE:  
Both gave up real estate careers

## Does your city have a hero?

Do you see someone in your town taking big risks — personal, social or financial — to make things better? If so, you might have just spotted a Giraffe, someone who sticks out his or her neck. So far, 500 people have been honored by a group called the Giraffe Project.

If you know such people, send information about them to Giraffe Project, c/o USA WEEKEND, P.O. Box 500-W, Washington, D.C. 20044. We'll forward your nominations to the Giraffe Project.

Here are some of those who have been honored so far:

**EDINA, Mo.** — Dr. Wendell Nickerson, 35, bypassed a big-money, big-city practice to go where the need was greater. He says he's gone into personal debt to give the town medical care.

**NEW HAVEN, Conn.** — Cynthia Kelly, 34, distributes potatoes to the poor. So far, she's passed out 200 tons of spuds acquired by two other Giraffes.

**TAMPA** — Angela Martinez, 60, started a work cooperative to show displaced homemakers they could fix their homes. Now her troupe of five women, aged 35-60, do repairs and help other women not to be helpless.

**BETHESDA, Md.** — Carlos Van Leer, 82, is official church jester of St. Stephen and the Incarnation Episcopal Church in Washington, D.C. For 20 years, Van Leer has used foolishness to get serious themes across, dressing up in a jester's outfit and singing satirical songs about social issues.

**BELLINGHAM, Wash.** — Barbara Brenner, 43, did a 10-week sit-in on the state Capitol steps and the governor's office to protest a local incinerator's burning of hospital waste. The results: EPA investigations, but the burning goes on. Her next step: running for County Council to have more of a voice.

**BENICIA, Calif.** — Kevin McCall, 58, also known as "St. Kevin of the Freeway" for his tendency to pick up strays, takes drug addicts and alcoholics into his home and rehabilitates them. When they graduate, they leave with a savings account that he establishes for them. More than 7,000 have graduated since he started the house, Adobe, in 1973.

**DECATUR, Ga.** — Rev. A.B. Short, 45, and his wife, Ann Connor, 35, have taken 75 homeless people into their home over the years. They also started Café 458, a soup kitchen with dignity — it takes reservations and offers daily specials, but the food is free.

**SAN DIEGO** — Becky Usry, 40, used her own money to run Mary Magdalene Ministries, a six-month rehab program for prostitutes. She gave up the program, which included protection from pimps, counseling, shelter and charm school, when she had a baby last year.

Continued on Page 6

Continued from Page 5

cluding El Paso and Houston.

To put them there, Scarlett and husband, Al, 54, sold their two homes — their main house in Dallas and vacation home in Park City, Utah — to get \$300,000 to fund the Hot Diggity Dogs company. Both gave up real estate careers to run it.

It hasn't been easy. Rabalais has battled some health inspectors who say her old or disabled employees aren't capable of maintaining cleanliness standards. They tell her it's a far-fetched idea.

She doesn't agree. Sure, she could find easier ways to do good, and make a profit — which she wants — without stripping her bank account and forcing herself and her husband to work seven days a week. But she doesn't see it. As son Terry, 24, an air conditioning installer in Palm Springs, Calif., says: "Mom just gets these ideas . . . once she does, she goes all the way."

#### THE SEED OF HOPE

Kent Whealy, 43, also followed an idea all the way. A gardener extraordinaire in Decorah, Iowa, Whealy's passion is seeds — heirloom seeds, the ones that would become extinct unless someone kept them growing.

He can't put his finger on the reasons for his devotion. But he remembers the spark: the gift of several rare seeds from his wife's grandfather, seeds that had come from Bavaria four generations before and had been passed down.

The first step was to find others with endangered seeds and to exchange them. He wrote to land and gardening magazines; several readers wrote back. In 1975, he founded Seed Savers Exchange; by the end of that year, there were six people saving seeds.

His wife Diane, 39, was definitely wary. "I guess you could say that Kent was on to this idea well before I was," she says. "I really wasn't sure that this was important, that there could be nationwide interest."

When letters began to arrive in groups of 25, she began to be convinced. But it was only when Kent decided in 1981 to quit his job as a printer to devote his efforts full time to seeds that Seed Savers began to feel like a real enterprise. It also seemed a leap of faith.

"The 1980 earnings from it were \$3,000," he says. "Somehow that didn't deter us from thinking we could make a living. I guess I'm the eternal optimist."

His mother, Edna, only vaguely aware of what her son was doing, was nonetheless stunned when he quit his job to garden full time. The Wheelys had three children then — they have five now — and "I was scared," says Edna. "Plus, I thought his journalism degree was completely down the drain."

Now her son is making a living for his family and gets to use his college degree by writing publications and yearbooks for Seed Savers members. Both mother and wife are surprised at how much the enterprise has grown: 57-acre Heritage Farm now contains 6,000 forms of rare vegetables, including 2,400 different beans, 1,600 tomatoes, 300 peppers, 200 lettuces. Using computers, Kent also keeps track of the seed inventories of 900 members, 230 companies and 248 nursery catalogs.

It's a strange task, and you have to be one of the committed to do it. Most people would find it hard to believe, as Whealy does, that one's life work could be esoteric seeds. More practical farmers also might find it odd to spend time growing things that don't go to market.

That may explain why it's so tough for the family to describe what Kent does. Son Aaron, 17, tells the kids at school his dad is a garden writer. Mom Edna is relieved when friends already know — because she has no idea how to tell them.

Neighbors in Decorah seem to understand and approve. But as Kent has noticed, some still drive past the farm slowly and stare.

You would think none had ever seen a Giraffe.



LINNA SUE SCOTT

#### WHO:

Mary Ann Wright

#### WHERE:

Oakland, Calif.

#### GOOD DEED:

Cooks for the homeless

#### SACRIFICE:

For three years, used her Social Security checks to buy food

## GIRAFFES TALK BACK

### RESPONSES FROM PEOPLE HONORED BY THE GIRAFFE PROJECT

"Several weeks ago my mind wandered in and out of questions like 'Am I really making a difference?' 'Why is change so hard when it is so good for kids?' 'Did I do it the best way?' 'What could I do better?' etc. Then I ran across your wonderful commendation. Thank you! Thank you! Thank you! It hangs proudly on my office wall and always reminds me to keep it up."

— **LaVaun Dennett**, a principal who went against "regulations" to improve education in her Seattle elementary school.

"I can't tell you how great the Giraffe publicity has been for Missing Children Minnesota. It has opened doors for us in the media that were never open before. Thanks for good work on our behalf."

— **Carol Watson**, founder of a Minneapolis agency that finds missing children.

"It is rare that what we do on a daily basis, and take for granted, is noted and acknowledged. Your Commendation is certainly much appreciated. I will certainly continue to keep sticking my neck out - I don't know any other way to live my life. I only hope that what we do will continue to impact on others, and make a difference in their lives."

— **Harry Gaynor**, founder of the National Burn Victim Foundation in Orange, New Jersey.

"I certainly appreciate the great honour and I promise sincerely to extend my neck still further. . . as far as it would go, in the service towards all."

— **A.T. Ariyaratne**, leader of the Sarvodaya Movement for community development in Sri Lanka.

"I am convinced that your organization does great work. By commending those who deserve commendation, you help people to help people. Your certificate, which now hangs proudly in our meager office, is a constant reminder that someone out there appreciates the work that we do. We look at it every day. It gives us strength. So thank you. You gave us all a boost."

— **Tom Swift**, director of the Geese Theater Company, a non-profit theater troupe that performs for prison inmates in 30 states.

"Congratulations on making the front page of the Christian Science Monitor. We had responses from old friends from all over the country who saw your article. All of this helps us with our work at Friendship House."

— **Claude and Louise Montgomery**, whose Portland, Maine home for the homeless was described in the Monitor story.

"I am enclosing a copy of the article that was printed as a result of the press release you sent to the local paper. It provided another opportunity for me to get media coverage for the plight of the battered woman. . . It's a great feeling to see positive efforts getting recognition. At a time when so much of the media coverage seems concentrated on problems that seem insurmountable, it is inspiring to read about individuals who believe that they can make a difference and they do. Each individual effect matters, and is necessary - from donating to local charities, community recycling programs, etc., to the serious personal commitment of 'Giraffes' . . . The positive attitude is contagious."

— **Bonnie MacAdams Mele**, a tireless advocate for battered women.

"I am delighted and honored to receive your letter and Giraffe commendation. This adds extra strength to my neck. I hope I'll not shy away from sticking out the whole of it."

— **Muhammad Yunus** of Bangladesh, founder of the pathbreaking Grameen Bank, a model for helping the poor help themselves.



"I want to thank you very much for the honor of joining the many fine human beings with elongated necks. More, however, I want to thank all of you associated with the Giraffe Project for this imaginative way of encouraging citizens of our supposedly democratic society to assert their participatory rights. I find, increasingly, that every talk I give includes this sentence: "The right to dissent atrophies unless it is exercised."

— **Judith Johnsrud** of State College, Pennsylvania, a tireless crusader for nuclear safety.

"I am extremely thankful to you for the Commendation declaring me as a Giraffe. Friends like you are giving me the courage to do good for the needy ones, especially the self employed women."

— **Ela Bhatt**, founder of the Self Employed Women's Association, Ahmadabad, India.

"Thank you for your letter and Giraffe Commendation. It brought a smile to my face, especially since it would not be difficult to find several persons who would prefer to give me a commendation dealing with the other side of the animal . . . It is good to know that there are people who appreciate my efforts to force the EPA to implement the Clean Water Act as it was intended and promised to the American public . . . I promise that I will keep trying."

— **Engineer Peter Maier** of Salt Lake City, who fights against inefficient, costly public works projects.

" . . . I can't begin to tell you how much that award meant to me. At the time I was under fire at Victim Services Agency, I felt terribly alone and would experience waves of doubt as to whether I was doing the right thing. Thank you so much for recognizing the length of my neck. I hope it continues to grow - or at least to stick out - as I develop further in my career."

— **Suzanne Cole**, a social worker honored for standing by a client in crisis, despite official pressures to abandon her case.

" . . . There are lots of times when you just feel like 'I'm alone in this venture. This is too wild and too far from the mainstream.' Then you find that somebody is going about trying to help you so that you don't give up and you don't say forget it. I find that remarkable."

— **Elliot Osborn**, cofounder of Project Troubador, musical Ambassadors to the third world.

" . . . I was asked to be on television after I received a national Giraffe Award for sticking my neck out and risking the security of my family business by taking a stand for the possibility of world peace in our lifetime . . . receiving the Giraffe Award has been a very humbling experience for me, and I am very honored."

— **Jerilyn Brusseau**, restaurateur, founder of Peace Table, a Soviet American exchange of food workers.

" . . . Thank you so much for your letter and commendation. By recognizing people who stick their necks out to benefit others the Giraffe Project is fostering consciousness of self-less service. As this consciousness grows so will the Giraffe population."

— **Dennis Torres**, founder and director of Angel Flight, an organization of pilots who transport patients and their families to medical facilities at no charge.

" A few weeks ago I received my certificate of commendation being welcomed as an official Giraffe. I want you to know that I most proudly placed my commendation in a frame and hung it above my many accolades which I received from the military during my 22 years of service. It made me feel super inside to be recognized and appreciated for what I did, and to be open and honest with you, the recognition brought tears to my eyes."

— **Michael Tufariello**, a former chief petty officer who was hounded out of the service for blowing the whistle on Navy misuse of funds.

For more information call  
The Giraffe Project

(206) 221 7989.

Stick Your Neck Out



The Giraffe Project

197 SECOND STREET  
PO BOX 759  
LANGLEY WA 98260  
MAIN OFFICE 206-221-7989  
EDUCATION 206-221-0757  
FAX 206-221-7817

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The Giraffe Project is a non-profit  
membership organization inspiring people  
to stick their necks out for the common good

Eli Segal  
The White House  
Office of National Service  
OEOB Room 145  
Washington DC 20500

May 10, 1993

Dear Eli Segal,

I think we have a piece of the puzzle you're working on. **Standing Tall** is a set of guides that teachers, youth activity leaders, service club volunteers and college students are using to teach community service and personal responsibility to kids in grades K through 12.

The Kellogg Foundation just gave the **Giraffe Project** a grant for a pilot project to train fraternity members as facilitators of the program in schools around their campuses. We're working with national service clubs to get their members facilitating the program in schools "adopted" by local chapters. We're developing a plan called *Our Town Standing Tall* in which the wall between community and school is breached; kids and adults work together to honor local community service heroes and to design and carry out new service projects.

Teachers using *Standing Tall* are telling us that kids respond to it like no other "service learning" or "character development" program. The humor, the drive, and the focus on exciting stories of real life heroes all get in under the radar kids put up against the usual service materials. (Too many kids, community service is what the judge sentences offenders to do).

Teachers, like all other people who facilitate the program, are telling us that they're learning and changing almost as much as the students.

We developed all this first-rate material using teaspoons of money, from the Henry M. Jackson Foundation and many even smaller ones. There's no need for the Administration to spend time and tax dollars on creating materials that teach community service. People in the independent sector have already found the R&D money, done the work, tested and produced the materials—which are ready for adaptation to your needs. Use us!

John Graham, our executive director, and I are meeting with Dick Schubert and his team the morning of May 26. May we call on you that afternoon or the next day?

Meanwhile, do let me know what happens with Slide Gorton. Looking forward to it,

Ann Medlock  
President

Enclosures: *Standing Tall* flyers, *Giraffe News*, *The Gazette* and our pre-ap for an NECET grant to produce a television show for 6 to 8 year-olds about service. We are also developing a show that presents community heroes in the early evening—family time.

## Clinton Library Transfer Form

Case #, if applicable	2013-0661-F	Accession #			
Collection/Record Group	Presidential Records	Series/Staff Name	Rick Allen		
Subgroup/Office of Origin	National Service	Subseries			
Folder Title	Standing Tall: Teaching Guide 6-9 [binder]	OA Number	2148	Box Number	

Description of Item(s) 1 VHS video - "The Giraffe Project: It's Up to Us"

### Donor Information

Last Name:		First Name:		Middle Name:		Title:	
Affiliation:		Phone (Wk):		Phone (Hm):			
Street:		City:		State (or Country):		Zip:	

Transferred to:	Audio/Visual Department
Other (Specify):	

Transferred by:	Jimmie Purvis
Transfer Point	During Processing

Date of Transfer 12/19/2019