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Serving Volunteerism's Needs

Sue Vineyard, Managing Partner

Eli Segal, Presidential Assistant,
Office of National Service,
Old Executive Office Building,
Room 141,
Washington, DC 20500

2/19/93

Dear Mr. Segal:

First let me congratulate you on your appointment to head the Office of National Service. What an exciting challenge and testimony to President Clinton's commitment to the vision of voluntary action

Billie Ann Myers, who heads the Arkansas Division of Volunteerism, called today to tell me that she sent you my name and that of my business partner, Steve McCurley, as potential supporters of your office's work and as links to established volunteer community service leadership.

Let me reaffirm her conviction that Steve and I are ready and willing to support the work of the ONS in any way possible. Having 20 and 30 years+ respectively devoted to volunteer community service through training, writing and consulting, we typically interact with up to 10,000 leaders of voluntary program efforts across America each year.

Our books and publications reach countless others, for which we are grateful, as we hear from our constituents and thereby stay in touch with their needs, concerns and directions.

Two of our publications are GRAPEVINE and Grapevine EXTRA which have become the most widely read newsletters for volunteerism. They are marketed to our mailing list of 25,000 and recently to the California Ass'n of Hospital's list of 250,000+ who have taken over the overwhelming chore of printing, handling and mailing the newsletter we write.

I have enclosed several copies of both forms of GRAPEVINE for you to see and will send you the monthly issues so that you can see how we share information with the public that will need to be part of the national service initiatives as they integrate participants of your programs.

Please regard GRAPEVINE as yet another way to get your ON3 messages out in a positive and informed manner. We will welcome any information your office might wish to send us so that we can put it on our pages for our sector to read and absorb. In addition to subscribers and VIP recipients, complimentary copies go to conferences and meetings held around the country each month so that those people involved in volunteerism....program directors, CEOs, corporations, foundations, state agencies, etc.....can have a chance to see the latest news of our field.

With a strong faith in President Clinton's vision of America for many years through my involvement with the Arkansas Division of Volunteerism since the early 1980's and intense involvement as designer of the current training and materials for the Delta Service Corps (one of the 7 models of the Commission on Nat'l Service), I am most anxious to assist you in the "selling" of your office's efforts to those people who must willingly accept, place, train, supervise and evaluate national service workers at the local and state levels.

Please let us know how we might help your efforts. I have enclosed a copy of my letter to President Clinton which was requested some time ago as he worked to formulate his vision of national service. If you would like me to elaborate on any of my points to him, let me know.

It has been a very frustrating 12 year drought of being able to even hope for sensible, effective national service action through diverse definitions of volunteering. I am convinced that now we can move forward toward a new Social Compact of Responsibility (a phrase I find people respond to). Please let me know how we can help spread the message positively and remove any barriers to success.

Yours sincerely,



cc: Billie Ann Myers, file



SUE VINEYARD
MANAGING PARTNER

VINEYARD-McCURLEY Systems

"Volunteerism's Every Need"

1807 PRAIRIE AVENUE
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VMSystems/Heritage Arts Publishing.....***Serving Volunteerism's Needs!***

Sue Vineyard, Managing Partner, 1807 Prairie Ave., Downers Grove, IL 60515, (708)964-1194; Fax: 964-0841.

President-Elect Bill Clinton,
 Arkansas Governor's Mansion,
 Little Rock, Arkansas

12/28/92

Dear President-Elect Clinton:

Congratulations on your election. You give me hope again not only for our country and our children but for my profession of Volunteer Administration & Leadership. Godspeed to us all.

I write today as an advocate for National Service Volunteerism, and do so in short-hand version to respect your precious time. Obviously, after having thought about all this for 30 years, I can elaborate!

As you shape your vision of Nat'l Service, a tug of war is erupting among the diverse cultures within our ranks of volunteerism & community service to influence its character:

1. Loud voices want it to be a youth development or service learning program only.
2. Others wish to impose a "dumping" of the word 'volunteer' & waste energy & money to do so.
3. Most believe that enlisting volunteers ends their job; they have left out the next, critical step!
4. Almost no one understands the dangerous opportunity in recruiting willing participants with high expectations or those of communities desperate to receive service!
5. Focus has been limited to a "corps" only and is blind to a wider-vision's potential impact.

Narrowly defining volunteerism limits possibilities...the opposite of what I believe you wish to do. Any National Service effort needs to be open to people of all ages & abilities and can be most effective when multi-faceted through existing schools, churches, groups, etc. I urge you to lay down an inclusive vision of Nat'l Service that can embrace the most unsophisticated but effective grassroots volunteer effort, along with existing agencies, programs & groups, and even a formalized, National Service Corps.

Perspectives vary within our field...we are culturally diverse by the nature of our clients & goals. Two very different beliefs exist between those in youth service groups who feel the end goal is the development of the YOUTH involved in delivering a service and others who insist the SERVICE itself is the goal. The argument is rather ridiculous...the truth seems to me to be that the goal is for EVERYONE to benefit from effective serviceclients, community, volunteers, agency-providers, & ultimately our nation.

The key to success is carefully orchestrated effectiveness from a Presidential Office of Nat'l Service that is lead by a left-brained visionary who sees the office as a pro-active, clan-gatherer, bridge-builder, clout-user vehicle! (Whew!) ...Augmented by an Advisory Counsel lead by someone so effective & prominent as to leave no doubt as to your commitment to this issue...Mrs. Clinton, Pres. Carter or VP Gore come to mind....a creative visionary who rejects any titular leadership role, but rather, actively shapes the National Service Office by:

1. **Surveying existing groups**, agencies & arenas in volunteerism to see what resources already exist for collaboration, co-operation and team building.
2. **Identifying practitioners** who will be responsible for putting any volunteers to work locally. For 12 years, THESE PEOPLE HAVE BEEN LEFT OUT OF THE LOOP...proponents of Nat'l Service seem to believe that the job ends at enlistment...THEY FORGET THAT IF RECRUITS ARE NOT PLACED, TRAINED & MANAGED PROPERLY we could turn off three 'generations' of people:
 - a. **Volunteers** who have a bad experience (The key factor identified in adult volunteering is a positive exposure to service as a youth...Gallup Poll, 1992);
 - b. **Program & Agency Directors** of Volunteers who burn out in disgust when 100 raw recruits are dumped on them to "do some community service", and

c. **Communities/clients** disillusioned after expecting to be helped.

3. **Convening a Nat'l & Community Service Congress*** of leaders of all types of groups who must manage volunteers at the local levels, mandating them to provide action plan options; then **enlisting partners** to carry out the work on a cautiously time-lined basis. *(Possibly attached to the Nat'l Conference on Volunteerism set for Oct. 1993 in Little Rock?)
4. Helping people understand that **Community Service is the vehicle**, and **Volunteerism the fuel** for serving America, so that debates stop over words! Both phrases have their place.
5. **Identifying, Enlisting & Using** both existing & newly created programs to impact:
 - a. **Health care reform:** trained volunteers helping homeless, poor, home-bound & needy as you untangle the complexities of this issue. People can't wait until it's "fixed"..their needs are now. Special emphasis on services to children, elderly & non-insured would be implemented.
 - b. **Jobs Programs:** training people in specific skills, usable in the future, but avoiding displacement of paid workers; coordinated with/through vo-tech programs & schools' service-learning. There are thousands of effective training efforts going on in agencies & conferences in our field that could be tapped and expanded to absorb those in need of job skills.
6. **Establishing a National Service Corps:**
 - a. Open to all ages 17 + older for individual or team placement in pre-applied/approved sites.
 - b. Uniformed, well-trained, led & evaluated participants, screened & placed appropriately.
 - c. Stipend option with 1-2 year enlistment and service-credit for schooling, school-debt reduction, FHA first home down-payment credit or new business loan.
 - d. Service opportunity for military personnel phasing out of any branch of service or pre-retirement service as worker phases out of participating corporation.
 - e. Placement option for graduates of US military academies, land-grant universities or medical, law-enforcement or teacher-training programs; 2 yr. stint; re-pay tuition cost.
 - f. Training directed from Nat'l Guard facility in Little Rock; local trainers trained.
 - g. Advised locally through existing leadership in donated offices (church, hospital, etc.)
 - h. Administered through state or regional offices in existing Offices of Volunteerism or co-operative organizations; lead by supportive nat'l office in Washington, DC.
 - i. Links existing efforts to share support/real service and avoid re-inventing wheels.
 - j. Practical, common-sense, user-oriented, simple systems that enable, not stymie, work.

7. **Setting Quality Standards to Insure a Long-View of Community Service:**

- a. Creating program design guidelines that are simple to replicate by local independent groups wishing to address and remedy community needs through the years.
- b. Establishing practical, effective guidelines for program evaluation and quality assessment.

I urge you to tap the best minds of people who have made a career out of working in the trenches to bring effective service to community & individual needs. They can tell you how to deliver the best possible efforts with the least amount of expenditure in time, energy and money. (CEOs and Presidents of huge groups can lend only limited perspectives of what people need, want and expect.) IF OUR FIELDS PRACTITIONERS ARE LEFT OUT OF THE PLANNING LOOP OF YOUR NATIONAL SERVICE INITIATIVE, I fear for it's future. Their inclusion will make them advisors and proponents today, and ultimately, teachers for tomorrow.

Your broad vision of the possibilities of what National Service can be and what it can do will shape it's ultimate definition to the American people. Those same people are the bedrock of that vision and their compassion, commitment and willingness to serve is our greatest strength.

Let me know if I can serve your vision. It is the promise of our nation's future and a needed change we must have the courage and wisdom to embrace.

God Bless,

Sue Vineyard

cc:Billie Ann Myers

cc: Eli Segal (2/19/93)

**NATIONAL SERVICE OFFICE
OF THE PRESIDENT**

GOAL	WHERE?	WHO?	CHARACTERISTICS
Orchestrate co-ordination of Nat'l Service Initiative	D.C.	Appointed Director & staff	Clan-Gatherer; Clout-User; Creative; Inclusive; Pro-active & Politically astute

ADVISORY BOARD, NSO

Support, advise & evaluate effectiveness/quality	D.C.	Appointed, active leader; Members from ranks of Practitioners, Clients, Providers & Leaders of Community Service	Spokespersons; Advocates; Door-openers.
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**NSO PROGRAMS:
("AMERICARES' ?)**

**NATIONAL SERVICE
CONGRESS**

Offer concrete action options; how-to for NSO goals	Meet in conjunction w/conference of Vol. & C.S. leaders (Little Rock, 10/93?)	Leaders: Nat'l Voluntary Grps; charities; State Offices of Volunteers, agencies, churches, corporate programs, VACs, associations, etc.	Share resources/experiences prevent re-invention of wheel; plan for use of NS vols
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**NATIONAL SERVICE CORPS
("AMERICORPS"?)**

Provide direct serv. to communities & individuals	All across USA	Stipended, 17+older, teams or individuals with trained unit leaders	1-2 yr. service; post-service credit for school loans, education, fed. home or new business loans
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NSO Role as CLAN-GATHERER

Identify, enlist, honor & encourage creative collaboration between entities	Federal level	ACTION; WICS; CS Act Comm; 4-H; military Family Serv.; Park Serv., etc.	Practitioner & Leaders from all perspectives of Comm. Service.....
	Nat'l groups	Independent Sector; POLF; Assn' f/Vol. Administration; Nat'l Partners in Ed.; Scouts; Red Cross, Y's, etc.	Mandated to find/suggest ways to work together to utilize NS volunteers effectively.
	State level	Offices of Volunteerism, human serv., etc., hospital assn's; Nat'l Guard, etc.	Input systems designed for simplicity, time/\$ economy and meetings attached to other set conferences.
	Community Organized	United Ways; VACs; corporate councils; etc.	
	Local groups	Civic; religious; arts; zoos; schools; company prgrms.; self-help; shelters; etc.	

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Grapevine



Vat: January/February ♦ Volunteerism's Newsletter ♦ Vintage: 1993

President Clinton Zeroes in on Education, Health Care and National Service

Health Care Reform, Job Training Could Affect Volunteer Programs !

Addressing issues close to the hearts of all Grapeviners, President Bill Clinton will begin his new administration focusing on ways to bring about programs and initiatives that impact how American citizens will learn, serve and live healthfully.

The President has made it clear, through appointments and statements, that he intends to focus much energy and team-thinking on a domestic agenda that strikes at the very welfare of our citizenry. His statements point to volunteerism through national service as a key ingredient in his effort to change America. *Grapevine* looks for plans to emerge that will entwine community & national service in key issues of health care reform, job training and direct service to citizens and communities.

Clinton is deeply concerned about health care reform (especially given the news recently that health costs rose 11.5% last year are expected to rise another 12.5% next year) and leaders from within the industry are working to influence how he attacks this issue. One such leader, Robert Clarke, president and CEO of Memorial Medical Center of Springfield, and Chairman-Elect of the Illinois Hospital Association

urged all "stakeholders" in health care reform to "work together and reach consensus on our own health care reform agenda and then work with others interests to forge meaningful change in health care delivery systems".

He urged other leaders to define their purpose to help the public understand the double definition imposed on hospitals of being strictly a business or being charitable institutions.

Richard Davidson, president of the American Hospital Association has outlined AHA's "vision for health care reform, which stresses the need for hospitals to redefine themselves as agents for both health and wellness in their community.....leaders must take a stand for what they believe in and we must all realize that hospitals exist to serve the community." (The Reporter, IHA, 11/92)

As more attention is placed on health care reform, and hospital administrators recognize the need to

define themselves as a service center in the community, it is a natural step for them to recognize that the volunteer department is the most visible service-g geared division of their operation AND commands the largest number of potential "agents" to speak on the hospital's behalf with other citizens.



Look also for the community and national service issues to surface with a goal of augmenting health care service, especially to migrant workers, uninsured, youth and homeless. Also see it become active in

existing job-training and skill-building workshops already in place in volunteer agencies of all kinds.

This will extend to programs beyond what we generally label "human service" (tho *Grapevine* is convinced that all programs eventually benefit we humans!) and impact dramatically groups serving the environment, arts, culture, zoos, justice, media, safety, parks and recreation, advocacy, etc.



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Grapevine



Vat: November/December ♦ Volunteerism's Newsletter ♦ Vintage: 1992

1992 Gallup Survey on Volunteering Released by Independent Sector

The third and latest edition of the Gallup Surveys on giving and volunteering in the United States has now been released by the Independent Sector. Here are some of the overall highlights:

- 51% of respondents volunteered in 1991, representing a slight decline from the 54% who volunteered in 1989. Overall, 94.2 million adults volunteered in 1991, compared to 98.4 million in 1989.
- Volunteers donated an average of 4.2 hours per week, compared with 4 hours in 1989.
- Volunteers gave an estimated total of 20.5 billion hours in both formal and informal volunteer work in 1991, about the same number of hours as in 1989. Volunteers gave 15.2 billion hours in formal work with organizations, a 3% decrease from the 15.7 billion hours they gave in 1989.
- The hours donated by volunteers in 1991 represent the equivalent of 9.0 million full-time employees.
- The estimated value of volunteer time in 1991 was \$176 billion, compared with \$170 billion in 1989.



For the most part none of the decreases indicated above are statistically significant, so it is not clear whether they represent a trend toward less volunteering.

Other interesting data uncovered from the survey includes:

- Roughly one-fourth of those volunteering gave more than 5 hours per week.
- The incidence of volunteering continues to have a direct relationship to contributions of money. Respondents who contributed money but who did not volunteer gave an average of \$477; respondents who contributed and volunteered gave an average of \$1,155.
- Religious affiliation continues to be the strongest indicator of volunteer involvement. In 1991, 58% of those with membership in religious organizations volunteered, compared to only 35% of those who were not members. The proportion of volunteers also increased from 36% among those who did not attend religious services to 69% among those who attended weekly.

• Membership in civic and social clubs also affects volunteering. Of those who belonged, 76% volunteered while only 39% of those who did not belong volunteered.

• People were more than three times as likely to volunteer when asked than when they were not. Among the 44% of respondents who reported that they were asked to volunteer during the past year, 86% volunteered. Among the 55% who were not asked, only 24% volunteered. Those least likely to be asked to volunteer were Blacks, Hispanics, youth, seniors, and those with low-incomes. Among the small populations of these groups who were asked, the proportion who volunteered was nearly four times higher than the proportion of those who were not asked.

• Age distribution for volunteer involvement was as follows: 48% of those 18-24; 53% of those 25-34; 61% of those 35-44; 56% of those 45-54; 49% of those 55-64; 42% of those 64-74; and 27% of those 75+.

• Volunteer participation by employment status was as follows: 67% of those full-time self-employed; 59% of those part-time self employed;

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Grapevine



Vat: September/October ♦ Volunteerism's Newsletter ♦ Vintage: 1992

Hurricanes Hit Florida & Louisiana, Then Hawaii

Distinct Differences Appear in Community Response

More and more commentators and observers are noting how differently communities in Florida, Louisiana and the Hawaiian island of Kauai responded to the devastation caused by hurricane Andrew in August and Iniki in September.

....In Florida, looting and violence broke out in many places versus LA and HI which saw almost no lawlessness.



....In Florida, individuals were discovered alone and trapped in damaged homes up to 5 days from the time Andrew roared through vs. Louisiana and Hawaii which reported no such delayed discoveries.

....Housing for people in FL continued to be a problem weeks after the storm versus the other two states requiring almost no such longer-term public facilities. This was startling even when you factored in the increased numbers of Floridians homeless.

....People in Florida lacked food, water and clothing for several weeks before donations began to come in from across the continent. The incidents of same in the other devastated area was dramatically lower, again, even after factoring in variant numbers of those effected.

What's the difference between the three states? To what are analysts attributing the difference besides

shear numbers and levels of destruction?

The spirit of community and volunteerism!

As one Louisiana resident put it 15 hrs. after Andrew hit: "We're all like family down here. We all go back for generations. We're used to calamities and we learned to stick together, to help one another. I didn't get blown out this time, but I come to help those that did, 'cause maybe next time it'll be my house that's gone and I know they'll be helping me."

That exact same faith in the community was repeated the morning following the devastation on Kauai by hurricane Iniki, when an islander radioed to the world.... "We got hit hard. Everything is damaged, but don't worry about us, we're like family here and everyone is helping those who suffered the most. Everyone has been checked on and we've made sure they all have shelter, food and clothing or anything else they need. Tell the world we're OK, we're safe and together."

Expert observers put it another way: "South Florida is made up mostly of transplants from other states or countries. Many have come in the last few years and in the latter days of their lives. South Florida was either a

place to start or a place to start over. The sense of community was often missing, though from now on it will be stronger."

In Louisiana and Hawaii, however, generations of folks have lived together, forming bonds much like a family and developing strong community ties that are ever ready to be translated voluntarily into action.

Where Florida residents looked to "outsiders"the government, military, aide agencies, etc....to help them, those in the other two states didn't have much time to look to the "outside" as their neighbors locally and from surrounding areas were already at their side with the food, water, shelter, muscle and support they needed.



No forms to fill out, no lines to stand in, no guns to wave to protect property....just folks known before or freshly met who were there to help in

whatever way was needed.

Community. Voluntary response. Even against the most violent winds of nature, a stronger force.

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