

**NLWJC - Kagan**

**DPC - Box 056 - Folder-008**

**Service - President's Summit [2]**

# Withdrawal/Redaction Sheet

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. memo	Sylvia Mathews et al. to President William J. Clinton re: National Service Summit (2 pages)	03/05/1997	P5
002. email	Diana Fortuna to Bruce Reed and Elena Kagan re: Latest from Silverman to Sylvia on Summit FYI (1 page)	03/10/1997	P2, P5
003. memo	Bruce Reed to President William J. Clinton re: Summit on Service (2 pages)	01/22/1997	P5

**COLLECTION:**

Clinton Presidential Records  
 Domestic Policy Council  
 Elena Kagan  
 OA/Box Number: 14370

**FOLDER TITLE:**

Service - President's Summit [2]

2009-1006-F  
kh565

### RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

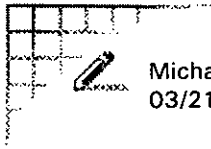
PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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Service Summit



Michael Cohen  
03/21/97 12:20:11 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP


cc: Bruce N. Reed/OPD/EOP, William R. Kincaid/OPD/EOP, Elena Kagan/OPD/EOP

Subject: Re: Partnering Initiative

This doesn't sound like much of a big deal to me either, though in the service learning world getting these endorsements is significant.

I am hearing rumblings from the ed. community that the service summit doesn't have much of an education component -- not even an emphasis on America Reads. Is this right? Could you let me know how education is being addressed. Is there anything I can do to help?

Annex  
Summit

 Elena Kagan  
03/26/97 03:40:14 PM

Record Type: Record

To: Laura Emmett/WHO/EOP

cc:

Subject: here is a draft memo to Pres. Steve Silverman is circulating on summit events fyi

would you print this for me? thanks.

----- Forwarded by Elena Kagan/OPD/EOP on 03/26/97 03:39 PM -----

 Diana Fortuna  03/26/97 02:04:49 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP



cc: Christa Robinson/OPD/EOP, Cynthia A. Rice/OPD/EOP

Subject: here is a draft memo to Pres. Steve Silverman is circulating on summit events fyi

It looks basically OK to me but needs a bit of work; it will certainly go through several iterations with us, Don, before it gets sent to the President.

FYI, you will note that the VP /Elaine is interested in doing something the week of April 14th on Texas Comptroller John Sharp's commitment, which is to pair volunteers to 1,000 families trying to leave welfare. Sharp's commitment has already been announced. But we might use such an event to announce a federal commitment on welfare -- either something on afterschool programs, which a lot of community groups are interested in, or maybe something modeled on Sharp. I am talking to HHS and to Cynthia about options here.

----- Forwarded by Diana Fortuna/OPD/EOP on 03/26/97 01:54 PM -----

 Stephen B. Silverman  
03/26/97 01:49:48 PM 

Record Type: Record

To: Diana Fortuna/OPD/EOP, Eli G. Attie/WHO/EOP

cc:

Subject: Draft for Your Thoughts

  
SUMPLAN.3

Draft-Draft-Draft  
March 26, 1997

Progress in the planning for the Summit for America's Future is being made. In order to ensure that you and the Administration are positioned properly when you arrive in Philadelphia, we have developed an aggressive communications/scheduling strategy to be implemented in the weeks leading up to Summit. You, Mrs. Clinton, the Vice President and Mrs. Gore, along with Members of your Cabinet, Harris Wofford, Henry Cisernos and Mark Gearan will play a vital role communicating your vision of service and the commitment you have made towards ensuring that service is a central part of a young person's development. Prof. Benjamin Barber, who we have met with, has played an important role in the development of our thinking as we prepared this strategy.

March 25: McCurry announced Clintons and Gores will participate in Germantown Road clean-up event and Summit.

March 29: Radio Address (POTUS). Announce Service Week. Announce Adopt-a-Schools from federal agencies. Announce other commitments (federal or private).

April 2: Teleconference with 140 Summit Communities. (FLOTUS Proposed). Live Video Conference. Powell, Wofford will participate in the conference. It is open to press.

April 4 or April 17: Second Bowles-Powell meeting to discuss Summit preparation. (VPOTUS drop-by proposed). Release photo.

April 4: Net Day kickoff. Vice President participates. Highlight service aspect.

Week of April 7: Mrs. Clinton participates in Learn and Serve program event in D.C. VPOTUS event to announce commitments at good local service project.

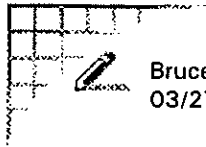
April 12: POTUS kicks off National Service and Volunteer week with Oval office radio address and meeting with current AmeriCorps participants and alumni, as well as Peace Corps alums. Harris Wofford and Mark Gearan participate. Announce Service scholarships. Thoughtful discussion of the importance of the "ethic" of service.

April 14-April 18: National Service and Volunteer week. Hundreds of service projects/events around the country. Mrs. Clinton visits Philadelphia to highlight literacy program in which 1.1th graders read to third graders. Philadelphia media. Vice President announces Texas Pathfinders program. Cabinet roll-out to excellent service sights around country. Regional media from Washington. Wofford and Gearan travel to large number of states.

April 15: Youth Service Day. Meet with AmeriCorps volunteers on tarmac in New York.

- April 19: Net Day. Volunteers throughout nation to wire schools.
- April 22: Earth Day. Service highlighted by principals.
- April 26: Radio Address on Service/Summit.
- April 26: Christmas in April. Four principals help rebuild home in D.C. White House staff helps on another project.
- April 27: Arrive Philadelphia. Germantown Road Clean-up kick-off event with Powell begins at 10:30 and 1:30. Four principals. Families have been requested.
- April 27: Award Presidential Service awards in private ceremony before Gala. Four principals (7pm). Service Gala (7:30). 2500 people at Music Hall. Live television, possible, not likely.
- April 28: Summit opens 9:00 a.m., chaired by General Powell. Seeking Vice Presidential speech in 9-10 slot. From 10-11, President Ford, President Carter (video), Mrs. Reagan, President Bush each speak for 10 minutes on heroes. POTUS gives main address for 12 minutes. All Presidents sign "Declaration of Commitments."
- April 28: CEO/Constituency Luncheon (12-2). Four Principals.
- April 29: Closing Ceremony. Powell signs "Declaration of Commitments" at conclusion, after charging the group to move forward with service implementation for the next 3 years. Mrs. Clinton should speak and sign.

*Justice Summit*



Bruce N. Reed  
03/27/97 05:00:06 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP

cc: Elena Kagan/OPD/EOP

Subject: Re: Federal summit commitment

After-school is a fine idea, esp. if focused on keeping kids off the street and helping working parents. I'm not sure I understand the role for federal volunteers (aren't we supposed to be working during those hours, like the kids' own parents?), but perhaps that won't be noticed in the glow of the summit.

*Service Summit*

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Summit task forces

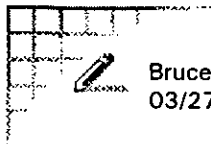
FYI, I just had a fascinating afternoon over at the Summit offices. Stuart Shapiro, the Summit CEO, invited me and Steve to the first meeting of the task forces, those weird entities that are part pre-summit and part "Alliance for Youth"/501c3.

Powell chaired, Bradley was there (as co-chair of the safe places task force), Tom Brokaw was directing a camera crew, and Jonathan Alter was there off the record. They talked about the 5 goals for children and how they are going to get there. I'm sending you copies of some material from the meeting in case you're interested.

Steve Silverman is going to try to get press here more engaged because the summit has a TV and radio studio available at all times for summit press -- feeds to local stations, I think. Bradley had just done several hours of press. We need to get them some people to showcase, for op eds, etc. If you would be interested in doing interviews, let me know. They also asked for our reaction to a draft Summit newspaper ad, through the ad council. They feel strongly that the President's name should not be in the ad; just a picture of him when he was 4 years old, the same as the other Presidents, so that it will be fun for people to try to figure out which President is which. They say they don't want to confuse readers by listing any names other than Gen. Powell's. Steve will show it to Ann and Don; let me know if you want to be in the loop for things like that.



*Service  
submit*



Bruce N. Reed  
03/27/97 12:52:28 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Re: service summit events

I think we can go forward with the scholars deal in any event, but we'll be in a much stronger position if we can say a quarter or a third or a half of the money is already committed.

The radio address for this week is definitely not service. Maybe child support, maybe race, but service is on hold till the 5th -- which is just fine.

Mike and Gene had reached agreement on how to say the HS requirement. I think it went pretty far -- challenge every school to require service and make it part of its curriculum, or something like that.

*Service Summit*

Diana Fortuna 03/27/97 12:46:43 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: service summit events

I hear Don Baer may still favor doing the radio address on service. Steve Silverman has also not yet given up. But Eli thinks Rahm and Ann Lewis oppose; he will recommend against it. I have said we think it is better to wait till we have something to say.

In order to do HS service scholars next week, what is your threshold on the non-federal match? Do you still think half? Harris is opposed to seeking big corporate commitments for a large part of the \$3million match, on the grounds that this should be community-based. I am checking with the Corporation, but there is some danger they are going Lions Club by Lions Club, and that they will have only 10% of it raised in the next week. Should I continue to tell them they must get half?

(Another option is to find a kid or two; they just sent out the applications last week but we could work with Townsend to identify some early winners.)

Finally, how far would you go in calling on or requiring high schools to impose service requirements?

*Service Summit*

Diana Fortuna 03/27/97 01:14:30 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Federal summit commitment

In trying to organize the Federal summit commitment around education, welfare, and crime/drugs, at the moment all three seem to be coalescing around after-school. (That's putting aside the Pathfinders idea.) In other words, we would announce a significant expansion of after-school programs in conjunction with partners like Boys/Girls clubs, using military bases and staff in a limited way, factoring in DOJ programs for an juvenile justice/drugs message, with a reading message and community schools from Education, add in HUD somehow.... We would need to figure out a big but achievable number for the commitment.

Do you like this idea? It's kind of a natural, since there's a large need and we clearly need a partnership to address it. But I worry it's a bit mushy; we would have to work to stress all the links to our agendas on education, drugs/juvenile crime, communities.

On environment, we are playing with the idea of saying we would commit to some large number of volunteers (1 million?) a year on public lands, doing projects we have favored, using AmeriCorps to supervise volunteers.

These ideas both need work, but I wanted to mention them before we get too far. (Also, I know these don't fill the bill for the bold announcement we need for the summit speech itself, and that we need to talk about that more.)

Diana Fortuna 03/21/97 12:38:41 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Presummit idea list

Here is a fairly comprehensive list of ideas we are now considering for pre-summit events. The descriptions are somewhat cryptic, but let me know if any jump out at you positively or negatively. Our little group is getting together mid-day to scrub and prioritize these; and then I guess Don is pulling together a higher level meeting at 4.

Idea List:

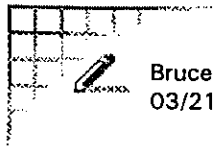
- HS Service Scholars launch
- Partnering education announcement (I'm sending you more info on this)
- Week of service/volunteer week
- Summit video conference w/state/local participants: tape a segment
- Radio addresses
- Announce some commitments ourselves (Maxwell House?)
- AmeriCorps alums event
- AmeriCorps rally; Town Hall (also on list for Phila)
- AmeriCorps tarmac
- Earth Day -- service tie-in
- Net Day -- service tie-in
- National Youth Service Day (just a day on calendar)
- Christmas in April
  
- Convert work-study to service (w/Historically Black Colleges?)
- Youth helping youth: Philadelphia program with 11th graders tutoring 2nd graders; Corporation suggests for FL
- Announce faith based groups AmeriCorps scholarships
  
- Allow student loan deferrals during periods of service (do we already do this?)
- Youth groups -- they feel left out
- Faith groups -- they feel left out
- .Docs/nurses adopt child care programs?
  
- Federal adopt a school commitment
- Federal agencies on goal 5 (give kids opportunity to serve)
- Federal agencies partnering on our initiatives (still to be filled in)
- Fed Executive Order on encouraging voluntarism

Events that Other Principals' Offices are Planning/Considering:

VP: Pathfinders/welfare recipients

FL: Cardozo HS - 1st Sat in April (Corporation thinks could do better?)

Service hummit



Bruce N. Reed  
03/21/97 12:02:14 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP

cc: Michael Cohen/OPD/EOP, William R. Kincaid/OPD/EOP, Elena Kagan/OPD/EOP

Subject: Re: Partnering Initiative

Look into it. I suppose if we got desperate we could use this as part of our call for service reqts in schools. But Jeremy Rivkin is dicey, isn't he?

Service Summit

Diana Fortuna 03/21/97 12:46:52 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Michael Cohen/OPD/EOP, William R. Kincaid/OPD/EOP

cc: Elena Kagan/OPD/EOP

Subject: Partnering Initiative

One idea for a pre-summit event that Harris & co. are very pumped up about strikes me as somewhat dull -- but I wanted to check it out with you.

It's called the "Partnering Initiative." In a nutshell, I think the news here is that a bunch of education groups are endorsing the concept of service-learning in schools for the first time. So it's big news in the service world, but it doesn't strike me as event material.

Groups signing on include the Foundation on Economic Trends, NEA, PTA, AFT, Council on Chief State School Officers, and National Association of Secondary School Principals. I'm not sure what this means, but Jeremy Rifkin is very involved. They actually plan to announce this at the National Press Club on April 14, but would be flexible on dates, venue for a WH event.

The only hook they have to offer is that this is some kind of call to action on service in schools. We could certainly search for a better hook if you like this idea.

File -  
Service  
Summit

B.

March 7, 1997

MEMORANDUM FOR THE PRESIDENT

From: Bruce Reed

Subject: Report for March 1-March 7, 1997

UPDATES ON KEY INITIATIVES

**This Week's New Commitments to the Service Summit:**

Below are the commitments to the Presidents' Summit on America's Future to be announced next week. The summit's organizers are providing this information to Jonathan Alter of Newsweek, and it may appear as part of their weekly "Commitment Watch."

**Continental Cablevision (USWEST)** will provide K-12 schools in its communities with a free Internet connection and service by the year 2000. Three million children could be the beneficiaries of this multi-million dollar annual commitment. Continental will also provide technology training to teachers in 5,000 schools and Continental will also offer up to \$3 million in computers and training to teachers this year alone.

**State of Delaware:** Governor Carper will double the number of mentors recruited in his state from 5,000 to 10,000. In a state with a population of just over 700,000 and only about 100,000 students in the state's schools, this would be a caring adult for at least one of every ten kids who might need some help to succeed.

**Sun Microsystems** will bring Internet access to K-12 schools in economically disadvantaged areas, training teachers and staff, donating innovative curricula based on the Internet, etc. By the year 2000, Sun will contribute more than 20,000 hours of volunteer time through its employees and more than \$5 million dollars in equipment and teacher training to help prepare youth for the world of work and life-long learning in the 21st century.

**City Cares of America** and its 23 affiliates will recruit and manage 75,000 new volunteers who will tutor and mentor 1 million children and rehabilitate schools, parks, and community centers through the year 2000.

**KPMG Peat Marwick LLP employees** (20,000) will spend an entire business day by investing 160,000 volunteer hours of community service in more than 1,000 local communities across the country. Their service will focus primarily on education for youth, and will range from painting



classrooms, renovating school playgrounds, and leading educational programs for young people. The commitment is valued at \$20 million which includes billable time, salaries, and expenses for the service projects.

**CitiCorp Foundation** will expand its \$20 million "Banking on Education" program that focuses on classroom technologies for inner city public schools and engages Citibank mentors, to \$25 million, an additional \$5 million to be invested between now and 2000.

**American Association of Museums.** Five years ago, museums counted 48 million individual units of service to school children; their commitment is to double that number in the next five years and to work toward the goal that every child has the opportunity to visit or volunteer in a museum. Museums are a major provider of safe places and structured activities during non-school hours, especially through their on-line exhibits.

Diana Fortuna 03/05/97 11:33:52 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP, Stephen B. Silverman/WHO/EOP

cc:

Subject: agenda for today at 4:30

Here is a proposed agenda for our meeting today at 4:30 on the service summit. We should give this some thought, so we don't alarm people too much or too little. What do you think?

1. Problems with structure/communication we are having and possible solutions
  - Powell meeting
  - comments on task force names
  - key person at Corp?
  - more emphasis on service/Americorps
2. Our involvement in summit
  - President
  - other principals
  - cabinet
3. Pre-summit event possibilities
  - HS service scholarships
  - Federal commitment

Invited are Sylvia, Baer, Kamarck, Matsui, Hale, Brophy, McHugh, Hawley, and counsel's office.

Diana Fortuna 03/05/97 02:45:30 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Service summit meeting today

Attached is what Steve Silverman thinks we should do at the summit meeting today. He thinks it should be more of a "bring everyone up to speed" meeting rather than a strategy meeting. He has even invited Wofford. I hope this will be productive and the focus will be clear, especially with Sylvia there. I will talk to him. I think he envisions these as regular meetings, perhaps weekly.

----- Forwarded by Diana Fortuna/OPD/EOP on 03/05/97 02:01 PM -----

Stephen B. Silverman  
03/05/97 01:24:13 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP

cc: Katherine Hubbard/WHO/EOP

Subject: Re: agenda for today at 4:30 

Sounds pretty good. You might be opening it up a bit too much with having this group think about solutions for dealing with management issues, so I would strike that from beginning. Also, I would have us do an Overview, progress thus far, to start. Also, what paper should we give out. Potus announcement? Maybe Harris should bring over 15 packets to give out.

For what it's worth, here's our take on the agenda. it's probably more basic in some ways, but I don't assume that these folks have focussed that much. Take of it what you will.

Also, we're reaching out to get Harris here.

Attendees: Mathews, Reed, Fortuna, Silverman, Smith for Kamarck, Hale, Brophy, Hawley, Press.  
Maybe: Matsui, Verveer, Whalen, Eli Attie  
Can't attend: Baer, Glynn, McHugh

1. Overview
2. Goals and Objectives for WH
3. Structure
4. Principals Involvement
5. State Delegations
6. Commitments
7. Post Summit Task Forces
8. Assignments

# Withdrawal/Redaction Marker

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DETERMINED TO BE AN  
ADMINISTRATIVE MARKING

INITIALS: Ply DATE: 5/23/10

~~CONFIDENTIAL~~ MEMORANDUM

TO: PRESIDENT CLINTON

FROM: BENJAMIN BARBER

February 26, 1997

re: Losing Control of The Summit on America's Future

Mr. President: I believe there is a real danger that you may be losing control of the April Summit on Service in Philadelphia; that, despite your crucial commitment to national and community service, the Summit risks becoming a showcase for an ex-President's private philanthropy (non-civic) approach to service and a four year national platform on which a prospective President (General Powell) can run against you and the Vice-President on what should be YOUR issue. In short, what should be a celebration of your courageous leadership on citizenship, government-civil society partnerships and the linkage of democratic education and community service risks being hijacked for purposes unrelated to and potentially at odds with what you stand for.

I understand and applaud the spirit of bipartisanship that led to involving President-Bush and General Powell, but if the price of their involvement becomes too high, if they take over the Summit and what it stands for in the public eye, it will turn out to be a very bad deal -- not just politically but also in terms of fundamental political philosophy and defining civic ideals.

You took from the Bush Administration the tired private heroes approach to service (Points of Light) that made service an alternative to government (federal and local) and an excuse for government simply to drop out, and turned it into an inspiring civic program for the forging of citizenship in young people, the cultivating of social responsibility among individuals and communities, and the creation of a working partnership both between government and civil society and between education and democracy. In this partnership, individual citizens, communities and states as well as the federal government work as collaborators in bringing civic forces to bear on the solving of community problems. Your vision strengthens rather than undermines confidence in government as a partner of citizens and civic associations in confronting the nation's challenges.

Get the rhetoric in which the summit is being wrapped (and the way it is being represented in the Press) largely abandons this language in favor of privatistic talk about volunteers, and overly optimistic rhetoric about outcomes, and could leave the public with the impression that you, Bush and Powell are going to turn over the nation's problems

to private individuals and associations for solution (the Newt Gingrich "let the churches and charities deal with all our social problems" approach.) In light of the pressures on spending from the need to balance the budget, what should be an exercise in civic spirit may be construed as a cynical abnegation of governmental responsibility altogether.

Moreover, the Corporation, which to me is a MODEL of the partnership between the federal government, the states and civil society associations, seems in danger of being treated as a Big Government special interest player at the Summit rather than as the paragon of what a citizenship-grounded service program can be. Commitments by private philanthropies and corporations are being highlighted while the program that has made service a civic ideal for every young American seems marginalized. While it may be imprudent to use the Summit to try to expand Americorps, it seems equally imprudent to hide it or cast it as just one more player. It is a signature accomplishment of the First Term and if the mood of bipartisanship means anything, surely it means you need no longer play down one of your favorite programs for fear of subjecting it to Republican attack.

My concern is not to "politicize" the Summit by putting your political agenda ahead of Bush's or Powell's (though that might not be such a bad idea!) but to make sure that it is not politicized by others and robbed of its role as a showcase for a very special political philosophy in which the linkage between education and service is highlighted and the role of service as a training ground for citizens and not just a substitute for government is emphasized.

From my meeting with Harris Wofford and Susan Stroud yesterday, I know meetings have already been held with Bruce Reed and that you and the Chief of Staff will be meeting next week with Harris. In the final part of the period leading up to the Summit in April, I believe you need to assure that the Summit once again becomes yours. Because you are the President, anything less will look not like you are modestly counting yourself as primus inter pares but seem like you are weaker than the former President and General Powell. And because you have pioneered a powerful new logic of citizen service and innovated a powerful new instrument for realizing that logic in the real world (the Corporation), it surely must be this logic and this instrument not Colin Powell's Newsweek rhetoric or Ray Chamber's Points of Light talk that are highlighted throughout the weekend.

How service is described, what the cynical press says happened, and who seizes the initiative on what is to be an ongoing program could be one crucial factor in determining the success of your second term. With this in mind, let me

suggest several ideas that may help reassert control over the runaway Summit:

1. YOUR APPEARANCE(S) need to be special and clearly differentiated from those of the former Presidents and General Powell. They should involve not just cheerleading but a clear enunciation of YOUR CIVIC PHILOSOPHY that distinguishes it (though not offensively) from Points of Light and private philanthropy. They should focus on YOUR PROGRAMS from the Corporation to the Two Years of College commitment and make clear why such programs are central to the service ideal. They must invoke your role as the nation's steward with responsibilities to make government work for everyone (and not just to make everyone work for -- or in place of -- government!)

2. THE CORPORATION and what it stands for need to be central to the rhetoric and activities of the weekend. The last time Americorps was spotlighted was at the Summer of Service where all its birthing difficulties were still in evidence. Now it is strong and resilient and extremely popular in the local communities where it is active. I would look for ways to make outstanding Americorps volunteers and their projects a centerpiece for the weekend. The message should be

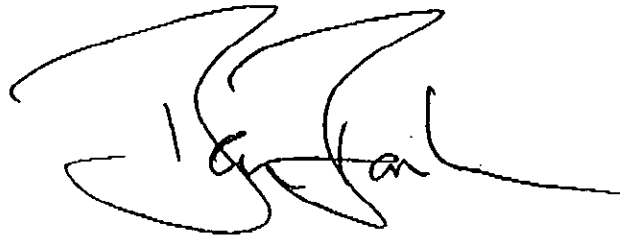
"Americorps embodies everything we believe about service, the linkage between education and democratic responsibility, the partnering of federal, state and local resources to make projects work, the impact on community outcomes but also on volunteers. Every American should be a volunteer; every volunteer is a citizen in the making; citizens working together is the key to a robust democracy; government is not the cause but the end product of this process of forging responsible citizens."

3. THE POLITICAL PHILOSOPHY undergirding YOUR VISION of service needs to trump the rival visions that will come from Bush and Powell and others. For theirs is a vision that sees service as private and philanthropic, as a substitute for government, as a form of personal activity rather than a form of citizen activity. The philanthropic vision can be used to question government service programs: it not only can argue that service does not need Americorps but that it contradicts the underlying assumptions of Americorps. "You can't pay volunteers," they will say. "Why should government organize points of light that organize themselves very well, thank you?" they will insist. "Let charity do all the things government can't and shouldn't -- deal with poverty, homelessness, unemployment, teen pregnancy" they will argue, in the manner of Newt Gingrich's calling for the private sector to act as a substitute for government.

In short, there ARE real substantive policy implications attached to different articulations of the service ideal, and if the Summit is defined by some one else's rhetoric it can too easily become a weapon against your philosophy of governance -- an not just in the service sector but in other domains too.

Your service ideal as I understand it envisions a PARTNERSHIP between government and the citizens who constitute government's democratic legitimacy, not an abandoning of government in favor of private sector philanthropy. Service hopes for specific community outcomes for children at risk, but it also aspires to change those who serve and turn their season of service into a lifetime of responsible citizenship, forging a stronger more democratic nation better able to meet its national and global responsibilities.

This message has to come through loud and clear -- from your speeches, from the highlighted activities, and from your leadership and your mastery over the spirit of the weekend. If Philadelphia is seen as a Summit on Citizenship and Social Responsibility that vindicates your determination to put democratic education, responsible citizenship and government/civil society partnerships at the core of your Presidency, you will have succeeded. If it is seen as a Summit on Volunteerism or a Summit on How Private Markets Can Solve all our Public Problems or a perfect platform for General Powell to spend four years in the limelight talking about your issues, you will have lost a vital battle over the role of the civil society/government partnership in the American future and, I fear, (forgive my bluntness) will have diminished rather than have enhanced your Presidency.

A handwritten signature in black ink, appearing to be "J. Powell", written in a cursive style.



THE WHITE HOUSE  
WASHINGTON

February 26, 1997

MEMORANDUM FOR      ERSKINE BOWLES  
THROUGH:              SYLVIA MATHEWS *mat*  
FROM:                  BRUCE REED *BR*  
                             STEVE SILVERMAN *SS*  
CC:                      KITTY HIGGINS  
                             GOODY MARSHALL  
                             DIANA FORTUNA  
SUBJECT:                PLANNING FOR SERVICE SUMMIT

Progress is being made in the planning for the April 27-29 Service Summit in Philadelphia. Yet, real challenges exist in ensuring that the President's role, and that of the Administration, is appropriate and positive.

As you know, organizers, led by Chairman Colin Powell, have a serious management challenge guiding a multi-headed hydra towards this major event. The decision-making process is diffuse and the organizational structure is abstract. Our challenge in the short term is getting our hands around the management structure and the decision-making apparatus. We need to use our leverage to impose a decision-making and reporting process where none currently exists -- not so that we can dictate the decisions, but so that we (and everybody else involved) can be party to them. President Bush and Ray Chambers should welcome our help, since it will speed things along and reduce suspicion on both sides.

We propose that you telephone Chairman Colin Powell and invite him to join you at a White House meeting next week to discuss planning for the summit. At that meeting, we would bring all the key players together, almost for the first time, get their sense of progress and attempt to establish a cohesive management structure whereby appropriate WH staff would meet or teleconference regularly with designees of the Principals to ensure 1) good information flow, and 2) strong decision making capabilities. Both are absent today, eight weeks before the summit.

The key issues for this meeting, and subsequent meetings, include:

- substance
- message/communications

- attendance
- principal participation
- commitments
- logistics
- post-summit follow-up

## Organization

Gen. Colin Powell is the Summit's General Chairman. Henry Cisneros is the Vice-Chair. The President and former President Bush are the Honorary Co-Chairs. Powell has hired Stuart Shapiro to be the CEO of the Summit. Edelman Communications, led by Mike Deaver and Leslie Dach, leads the public relations effort. Philadelphia Mayor Ed Rendell is playing a key role as the host mayor. The Summit is overseen by a steering committee chaired by Ray Chambers, consisting of 6 designees from the Points of Light Foundation (including Arianna Huffington and Bob Goodwin) and six designees of the Corporation for National Service (including Harris and Eli Segal). Furthermore, Powell is setting up a non-profit entity that will carry out the work of the Summit for the next 3-5 years. He has already selected an Executive Director (Rick Little) and is in the process of establishing task forces to focus on the Summit's 5 core principles. Harris Wofford may chair task force number 5, student volunteerism. His role, post April, is in question due to legal issues. We will ask Stuart to send us an organizational chart. Finally, we should consider sending a staff person to work with Harris on Summit preparation.

## Progress

We convened an interagency working group yesterday to brief them on the plans for the Summit. Agencies will provide memoranda to us by Friday, February 28, laying out 1) agency staff commitments to volunteerism, 2) constituency volunteerism opportunities 3) a review of current initiatives and the enhanced role service might play, 4) potential partnerships with the private sector to enhance service or volunteerism, 5) current volunteerism activities by the Cabinet members or their agencies. Our next weekly meeting is March 4 at 11 am.

We have begun to meet with members of the White House staff to explore opportunities for the President's involvement in the Summit. A White House working group will begin meeting regularly next week. We recommend a local Presidential event announcing some of the Administration's volunteer commitments, prior to the Summit. This would demonstrate the President's own strong commitment to this endeavor.

Harris Wofford is working closely with Summit organizers. We would like to become more involved in day-to-day information flow and decision-making.

Please let us know your thoughts. We look forward to discussing this with you.

Diana Fortuna 03/20/97 03:48:23 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP, Christa Robinson/OPD/EOP  
Subject: High school service scholarships

I know Christa talked to you about the fact that the Corporation has not yet nailed down all -- or really even any -- of the \$500 sponsors of the high school National Service Scholars program. (I have learned my lesson that I should not have trusted the Corp. folks on this as much as I did.) Christa relayed to me your view that the entire match should be firm before we announce. I will proceed on this assumption, and relay to the Corporation that they must work very hard and fast to convert some of their imminent Summit commitments to this purpose, if we are to pull this off.

Here is a good summary of where we are on this that Eli wrote to Don and Ann. We are planning to reconnoiter tomorrow with the Corporation to see what the prospects are.



penn.wpd

File: service summit

MEMORANDUM

TO: Don, Ann

FROM: Eli

RE: Proposed 3/27 Announcement of National Service Scholars

DATE: Thursday, March 20, 1997

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We should have a quick discussion of the proposed 3/27 announcement of the National Service Scholars program, so that we can give proper guidance to AmeriCorps and others who will need to arrange the details ASAP. After a preliminary meeting with them this morning, there appear to be three basic issues to be resolved:

1. **What exactly are we announcing?** If you read the attached excerpt from the President's 5/96 Penn State speech, he first announced the program as a challenge to school districts and civic organizations -- to match \$500 in government funds with their own \$500 to create \$1,000 National Service Scholarships at every high school. But we are not in a position to say that many communities/organizations have met that pledge. At the same time, we do not yet have any National Service Scholars (the applications have only recently been sent to high schools), although AmeriCorps could scramble to select a few by next week if we really push them.

I recommend that we consider next week's event as the formal announcement of the program (AmeriCorps is fine with this idea), and consider the Penn State speech as more of a statement of intent to create the program. This would be more newsworthy than the announcement of a handful of winners, or a handful of commitments from around the country.

2. **Do we have enough private/non-profit sector commitments for the program to seem real?** Ann raised this issue this morning, and there is some reason for concern. Right now, AmeriCorps has almost nothing. They are trying to get major corporate sponsorship (e.g. Chrysler, Prudential) to pay for the whole thing, or at least a big enough number of smaller commitments to demonstrate that communities/organizations are on board. Apparently, Minnesota is about to pass legislation to pay its share for the entire state; AmeriCorps is trying to drum up interest in additional states. We need a sense of the minimum threshold you consider acceptable to hold the event.

3. **How much should we use this event to build-up AmeriCorps, since that is**

a key Pre-Service Summit goal? Even though this announcement isn't strictly about AmeriCorps members, it seems useful to wrap the event in AmeriCorps -- perhaps having an AmeriCorps member or alumnus speak about what service means to them (and how it has helped them pay for college), perhaps surrounding the President with AmeriCorps alumni. AmeriCorps is very nervous about politicizing their members or using them as props, but there must be some way to say: "We created AmeriCorps to engage young people in service as a part of citizenship -- and that's a big part of what the Summit for Service will be about. Today we're here to announce another way to encourage young people to serve, and to help them go to college if they do."

We are planning a follow-up conference call tomorrow afternoon on this event. Please let me know your thoughts on the above.

### **The President's Penn State Remarks**

"I challenge every community to help those high school students answer the call of service. Today I'm prepared to make an offer and challenge any school district or civic organization in the country to match it: If you will raise \$500 to reward a high school student who has done significant work to help your community, the federal government will match your \$500 and help that student go on to college. That would cost us, by the way, about \$10 million if every high school in the country did it. It would be the best \$10 million we ever spent. We would get hundreds of millions of dollars -- of improved quality of life and service to people as a result of it.

"This fall I'll announce the winners of a nationwide competition to identify schools that have done the best job in encouraging this kind of service. Students at those schools will become National Service Scholars. A year from now I want it to be even bigger. I want every principal in America to be able to stand up before a graduating class and announce the name of a National Service Scholar. We should make service to the community a part of every high school in America and a part of life of every dedicated citizen in the United States."

-- Penn State, 5/10/96

2/24 Service

Marsha - Wash reps mtg for Governors.

Ag. cons. must add up to something. That is our agenda!

Two concrete proposals, from today's mtg w/ HW

- 1. All principals to meet w/ EB - a wk. to get some agenda structuring of summit. Randall too

- 2. Cons people sit down w/ DB/AC

Coming in Friday.

Put on paper proposed structure  
 Legak - call to Bush/Chantrel  
 EB to CP. - call for a mtg.  
 need decision-making body -  
 to make certain kinds of  
 specified decisions.

*File -  
Summit summit*

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: summit info

FYI: The summit organization continues to inspire no confidence. Harris's office has been totally unhelpful and amazingly slow in responding to 2 urgent questions I put to them 2-3 days ago (i.e., when is announcement of post-summit organization, and what stage are they at in naming task forces). Only Harris seems to know the answers to questions. His latest memo to the President is another restatement of old information. His chief of staff Gomperts has to check with Harris on everything. They sent me a list of names for the task forces, but with no way of knowing whether it is too late for us to have any say in that process. We need some (effective) allies over there.

Fib -  
Service  
Summit

November 14, 1996

CORPORATION  
FOR NATIONAL  
★ SERVICE

**MEMORANDUM TO THE PRESIDENT**

From: Harris Wofford  
Subject: National Service and Educational Opportunity

Congratulations!

The second most frustrating thing for me during this election – the first being the required non-partisanship of being CEO of the Corporation for National Service – was reading the continual complaint that your proposals were puny. It is baffling how people could think it is insignificant to mobilize one million tutors to help every child to read, hook up every classroom to the internet so every child can enter the information highway or help pay for two years of college education for every American. I am convinced that one of the reasons people haven't viewed these efforts as sufficiently grand is they haven't seen the two connecting threads: each improves education and each has government help citizens solve problems for themselves.

Therefore I propose an overarching theme for your second term: Americans solving problems and expanding educational opportunity through citizen service.

I am convinced this can be done in a way that earns broad bipartisan support. In fact, as I heard both you and the congressional leadership talk about working together it seemed rather obvious that a prime area for such bipartisanship is national service. As you know, the National and Community Service Trust Act must be reauthorized this year. Few issues typify the “vital center” better than the idea that Americans should have the opportunity to earn educational aid by doing service to community and country. Don't you want to add this to budget deficit reduction and campaign finance reform as a top issue around which to form a bipartisan coalition?

Below I will offer some additional proposals to expand national service programs, each with the dual mission of expanding educational opportunity and service. This will enable you to return to the ethic exemplified by the GI Bill – and create a legacy that will survive for generations.

1201 New York Avenue, NW  
Washington, DC 20525  
Telephone 202-606-5000

Getting Things Done.  
AmeriCorps, National Service  
Learn and Serve America  
National Senior Service Corps



## Where we are

During your first term, you proved that national service works – that it can “get things done.” AmeriCorps has provided an impressive model for how to strengthen community, allow Americans to earn educational opportunity and, at the same time, ask for a greater sense of responsibility. Through national service, you have shown how to be activist and anti-bureaucratic at the same time.

Yet we have not yet met several important goals you set out in the 1992 campaign.

First, AmeriCorps has not yet become a major way for Americans to serve their way through college. At 25,000 members per year, we are reaching about one percent of the college bound population. You have taken major steps in expanding these opportunities with your recent proposals to add 11,000 new AmeriCorps members as part of the America Reads Initiative and your plan to make the nearly one million college work-study jobs more geared toward service. But we are still not where we should be.

Second, because of AmeriCorps’ size, we have not yet conveyed the idea that national service can be a major force to unite our country. As you sensed during your visit to City Year back in 1993, national service is possibly the most successful approach yet invented to bring people of different backgrounds together to work in a common mission. Young Americans schooled in the politics of separatism on college campuses come to AmeriCorps and learn something else: teamwork. Indeed, as an old civil rights hand I believe that national service can be far more effective than affirmative action at providing opportunity while bridging the racial divide. It can be a powerful tool to carry through your theme of working together.

We need only look at recent American history. The greatest class-mixing institution of our time was the World War II draft. The current U.S. military services are perhaps the most effective institution at dealing with race relations. Each year there are at least 100,000 fewer opportunities for the young to serve with the armed forces than during the Cold War. We need to compensate by expanding civilian service opportunities that can help mix - and unite - Americans.

Third, we have not yet made national service a rite of passage - a common expectation - for a large portion of young Americans. Although larger than the Peace Corps, AmeriCorps is still a fraction of the size of the CCC, which reached 300,000 in its first year and 500,000 at its peak. Consequently, we have not yet established firmly the principle of reciprocity, the idea that government benefits ought to be tied to service. Nor have we established the principle that individuals serving their community in a concerted fashion can be part of a larger movement called national service.

Finally, we have not gotten policymakers or the people to routinely think of the ways that service and citizen action can actually help solve some of our country’s most critical problems.

## An Agenda for National Service and Educational Opportunity

In your second term, I urge you to establish these broad goals:

- Every young person who wants to perform significant full-time service in exchange for educational aid should have the opportunity to do so.
- Service should be viewed as a way of solving many of our social problems.
- Efforts to serve young people should also ask young people to serve.
- National service should be a way of uniting Americans.

To achieve these goals, I suggest these possibilities.

Expand AmeriCorps to 100,000. This was your original proposal in 1993. We will keep working to get there. The 10,000 new AmeriCorps members you've called for are to be dedicated to seeing that all American children learn to read. Why not have each successive proposed increase tied to solving a particular problem? The next 10,000 could be dedicated to helping people make the transition from welfare to work; the next 10,000 focused on crime or housing (in collaboration with Habitat). This would provide a compelling justification for the increased funding and would strengthen the connection between service and solving problems.

Expand work-study's emphasis on service. You have already taken a big step in this direction by calling for at least 100,000 of the new 250,000 work-study jobs to be committed to the reading initiative. I urge you to continue to use the bully pulpit to get schools to put the rest of the new money (another 150,000 slots) into service. Perhaps you could propose a new initiative to give bonus work-study slots to those campuses that put half their total work study slots into service. We should set a goal of getting at least 500,000 of the million work-study jobs into service.

Encourage Faith-Based Service. As I mentioned in my last memo, there are low-cost ways to stimulate the nation's great religious groups to do more with full-time service. Make them a basic offer: if you multiply the opportunities for full-time service through your own resources and initiative, we will give all these committed young men and women a National Service educational award.

Create summer service opportunities for another 100,000. These programs could be intense experiences for the corps members and accomplish a great deal. In the past, our summer programs have offered \$1,000 scholarship at the completion of

service. Imagine the combined impact if these young men and women also worked on school preparedness for disadvantaged children.

Help Military Recruitment through a Smart Partnership with Civilian Service.

When it comes to service, a rising tide would lift all boats. If we can stimulate a greater readiness for service to the nation, both AmeriCorps and the military would benefit. Here's one idea to start us down that road: if ROTCs or Jr. ROTCs added significant non-military service hours to their curricula, they could become eligible for the \$4,725 AmeriCorps education award. This would be a way of encouraging more volunteer work, increasing college aid – and making ROTC more attractive. We have already entered into a promising partnership with Selective Service, in which they will be encouraging all young men who register to consider serving America today through the U.S. Armed Forces or AmeriCorps.

Expand National Service Scholars. Last Spring you proposed a scholarship program to reward high school students who have done outstanding volunteer service. If communities put up \$500, the government will match it. This spring local communities will announce the first few thousand winners. But we'd like to grow that number ultimately to 100,000. It is also a good way to get the idea of service by young people recognized in every high school in the country.

Mobilize the young to serve the young. If we could get the great youth serving organizations, such as the 2.5 million-strong Boys and Girls Clubs, to put service by youth as a major part of their program, we would be bringing the idea of service to a new level. As part of the America Reads initiative, I would suggest a special partnership between the teachers and the country's great "youth serving institutions." One of the most effective tutoring models involves high school juniors or seniors tutoring young children.

Expand Senior Service. As I proposed in the last memo, we could create a new senior corps charged with the twin missions of helping children read independently and seniors live independently. This could be paid for through the savings generated to Medicaid and Medicare by helping seniors stay out of nursing home. This would expand educational opportunity in a most poignant way: seniors who do significant service could earn a college scholarship they could give as a gift to their children or grandchildren. We'd also like a partnership on this with the AARP, some major corporations and the media.

Add up these numbers and you have about 500,000 new opportunities for Americans to earn college aid by doing civilian service. If we succeed in our effort to get half the one-million work-study into service, we will have created one million opportunities for young people to serve their way through school. The cost of all these initiatives together would be about \$3 billion per year, the AmeriCorps expansion being the most costly part.

To counter the argument that this is a new spending program, I suggest you pay for this by cutting government functions that can be better done by national service or through savings to government generated by service, as with Medicaid and the senior corps expansions. There are other variations on this theme. For instance, the AmeriCorps Habitat for Humanity projects produce affordable sweat-equity housing at a fraction of the cost of HUD housing because they harness the good-will of unpaid volunteers. The money allocated to the school renovation initiative could be stretched to go a lot farther if national service participants were enlisted. For example, The National Civilian Community Corps, the AmeriCorps program based on downsized military bases, did an outstanding job renovating a middle school here in the district this past summer using a team of national service corps members.

Other service programs generate tremendous long-term savings to the government. Programs that teach immigrants English and job skills save money by keeping them off government aid. Those that help young mothers make the transition from welfare to work will save society far more. These are just a few examples.

All of this adds up to something bigger than the sum of these ideas. It makes service a recurring thread through much that you do. As you did with America Reads, I urge you to include a service component in each major proposal you make in the next four years. If you're renovating public schools, have national service volunteers help – along with parents and students. If you're revitalizing public housing, place an emphasis on sweat equity approaches. If you're designing ways of helping get people off welfare, include a component for AmeriCorps. If you're trying to improve race relations without resorting to quotas, look to national service as a way of uniting races around a common mission. And wherever possible, national service participants should be able to earn aid for college.

### Making Service a Permanent Legacy

To make national service an enduring legacy, it must become bipartisan – or better yet, non partisan.

As you think about possibly bringing Republicans into an administration, consider particularly having them work on service-related initiatives. It is one area around which Democrats and Republicans can really unite. A simple bold way for you to do that would be to name prominent bipartisan group of distinguished Americans to the Board of Directors of the Corporation for National Service. Or, we are considering creating a new advisory council of outstanding leaders.

Here are some possibilities that would be dramatic and would get you a lot of credit for being above politics – and would help cement AmeriCorps future:

**Colin Powell** – As you may recall, in his autobiography he said that one job in the administration that would interest him most was working on youth service. Assuming he hasn't agreed to another administration job, why not ask him if he would be chairman or honorary chairman of the Corporation's Board of Directors. It would be a dramatic move politically for national service – and substantively it would elevate the goal of national service as a way to unite the races. Powell would be a powerful role model and recruiter. His initial entry on national service may well be through the Service Summit described below.

**Elizabeth Dole** – As President of the American Red Cross she strongly supported the creation of AmeriCorps. Since then, the Red Cross has become a major partner with AmeriCorps on disaster relief and in other areas. If she goes back to the Red Cross, this would be a good move for her.

**Jack Kemp** – He has privately expressed to me his support for national service. He's particularly interested in any ways service can bring together blacks and whites in a common mission.

**Bill Weld** -- One of our strongest supporters. He said AmeriCorps is "one of the most intelligent uses of taxpayer money ever." (See, attached, the statement he made when swearing in the new class of AmeriCorps members).

**Millard Fuller** – The Founder of Habitat for Humanity has become a big AmeriCorps fan. I'm not sure if he's a Republican or Democrat but he's greatly admired by Gingrich and would help strengthen our ties to faith-based groups.

**Gail Wilson** – The First Lady of California is the Honorary chair of the California national service commission. She's a strong supporter, particularly of using service to help disadvantaged children.

**Oleane Walker** – The Lieutenant Governor of Utah is a strong supporter and well-connected in conservative circles.

**Barbara Bush** – In addition to her general popularity, she is strongly associated with literacy and could therefore be a good advocate for the America Reads Initiative.

Some other Republicans who have expressed support for national service: Norman Schwartzkopf, William F. Buckley, Lamar Alexander, Vin Weber, Elaine Chao, Michelle Engler (First Lady of Michigan and chair of the commission in that state).

We are, of course, actively considering who the best non-Republicans for the board. One of my first choices would be Sam Nunn. In addition to being one of the early leaders on national service, he could help strengthen the ties between civilian and military service. I enclose his latest piece on national service.

A major, historic opportunity to make service non-partisan will be the Citizen Service Summit now scheduled for April 27-29 in Philadelphia. President Bush has committed to joining you in the call for service, and we are working on getting Nancy Reagan and Presidents Carter and Ford. We have reason to hope that Colin Powell will agree to some

high-profile role at the summit. Organizations and institutions invited to the Summit will be asked to come with tangible commitments to new action that will help create the conditions for the success of American youth.

\*\*\*

Together, these proposals provide a grand theme for your presidency – government helping citizens to solve problems through service, and in the process expanding educational opportunity. By emphasizing local, volunteer-oriented solutions, you recognize that while the era of big government is over – the era of big citizens – and big citizen action – had better begin. It would demonstrate that you have far-reaching, far-sighted and effective ideas for addressing the problems facing America's families.

By reaching out to Republicans, you will be showing yourself to be above partisan politics, using common sense to find the common good.

As of now, national service is like the Peace Corps, a small but worthy program. You have an opportunity to make national service be more like the G.I. Bill – something can that transform the country.



# announcing...

*File -  
Service  
Summit*

## THE NATIONAL SERVICE SCHOLARS PROGRAM

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**T**he National Service Scholars program is an opportunity for schools and communities to recognize young people for outstanding volunteer service while helping them continue their education. The Corporation for National Service is offering a matching \$500 scholarship for one high school junior or senior selected by each principal. For 1997, at least \$3 million in matching funds is available. Communities are encouraged to provide one or more scholarships of at least \$500 to deserving students, funded by the school district, community or civic organizations, private sector institutions, or other groups.

### **WHO IS ELIGIBLE FOR A SCHOLARSHIP?**

High school juniors and seniors, in public and private schools, who have performed community service for at least a year can be nominated for the matching scholarship.

### **WHAT TYPES OF SERVICE QUALIFY FOR CONSIDERATION?**

The National Service Scholars program is intended to reward and encourage activities that have a significant impact in meeting the needs of local communities. The types of service recognized could include:

- ★ volunteer work for community organizations like the Boys and Girls Club;
- ★ service through churches or synagogues;
- ★ involvement in service-oriented school organizations;
- ★ individual efforts to help others and improve the local community; and
- ★ activities connected with service-learning programs in the school district.

### **WHO MAY NOMINATE A STUDENT FOR A SCHOLARSHIP?**

Any high school principal may designate an individual student to receive a matching scholarship. The request for matching funds must include:

- ★ the name of the individual;
- ★ a description of the service that has been performed; and
- ★ the source of the resources to be matched.

A community organization or a high school official has significant flexibility in determining the process for selecting the most outstanding volunteer for the matching scholarship. In many cases, local organizations will nominate individuals and provide scholarships, and the principal will be responsible for the final selection of the school's one nominee.

### **HOW CAN SCHOOLS TAKE ADVANTAGE OF THIS OPPORTUNITY?**

Schools and communities should begin now to take advantage of this unique program, which will help elevate the prestige of service in secondary schools nationwide. Look for more details, including a simple application package that will be mailed to principals in March. Your school can designate your scholarship winner before the close of the current school year, and the Corporation for National Service will announce the matching scholarship after receiving your application.

Information about the program will be available after March from the Citizens' Scholarship Foundation of America, Inc. (CSFA), the national nonprofit student aid service organization that is administering the program on behalf of the Corporation for National Service.

File -  
service  
summit

Elena -  
This is the  
scheduling item  
Bruce mentioned at  
meeting this a.m.  
Diana

Diana Fortuna 03/10/97 10:51:25 AM

Record Type: Record

To: Elena Kagan/OPD/EOP  
cc:  
Subject: Potential pre-Service Summit event

As Bruce mentioned this morning, there is a good idea floating around for a Presidential event prior to the Service Summit. As you know, we have wanted to have at least one event prior to the Summit itself to keep the focus on this issue/event.

I am forwarding you the glossy one-pager that Bruce referred to this morning, but here are the basics: (attached)

We are establishing something called the "National Service Scholars Program." This would be a \$1,000 scholarship for high school juniors or seniors who have performed outstanding service. The Federal government puts up \$500, and some local source/community puts up the matching \$500. The Corporation has gotten the Lions/Elks/Kiwanis/Moose groups interested in putting up the match, and they would presumably attend such an event. There was also some talk of the President doing a letter to every HS principal.

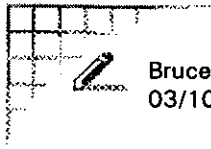
This is a nice event for us because it is more focused on young people doing service, rather than pure volunteer stuff, and therefore nicely ties in with the Administration's concept of service.

The President already "launched" this idea at some event at Penn State last year, so I believe the news here is that we are inviting high schools to submit names if they have the match.

I need to check exactly what the budget picture is. For 1997, there is a set budget amount of \$3 million. The hope is to go nation-wide within a year or two, but I don't know if there are budget constraints to that goal.



*file:  
service summit*



Bruce N. Reed  
03/10/97 06:48:11 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Stephen B. Silverman/WHO/EOP, Elena Kagan/OPD/EOP  
Subject: Re: Possible presummit events

Good ideas. We're on the schedule now for a POTUS event on Thurs, March 27, where he'll announce the Nat. Service Scholars program and talk about the summit. You need to nail down which of the major organizations are ready to match our scholarships, so we can announce that the same day (we could probably include them in the event). We should consider doing the event at a Maryland high school that has a good service program -- although we should keep in mind the recent Post story on how all the schools in Md. are failing to meet the requirement. Gene mentioned a study that will come out in the next few weeks on the value of service in high school; we should find out what he's talking about.

I think we'll have a good shot at another pre-event in April, probably the radio address 4/26 (or perhaps 4/5). We'll need commitments news for that too -- either some federal adopt-a-school or other commitment, or the faith deal, or some private commitments to the summit. We need to keep something in our pocket for the summit itself -- and present the President a few good options at least a week out.

Record Type: Record

To: Elena Kagan/OPD/EOP  
cc: Michael Cohen/OPD/EOP  
Subject: Adopt a school

One more thought on the notion of more agencies adopting schools or embarking on other volunteer activities, after a meeting we just had with counsel's office:

We know that Federal employees can't be required to do volunteer work. They cautioned us also that when supervisors encourage employees to volunteer, they must not go over the line into coercing them. They say that encouragement from a supervisor can sometimes appear as coercion to the employee.

Their suggestions include having the impetus for the effort come not only from the top of the organization; and perhaps having a letter from the President that would make it clear that this desire comes from him, rather than from individual supervisors, and that it is entirely voluntary.

*File - Service  
EAC*

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. email	Diana Fortuna to Bruce Reed and Elena Kagan re: Latest from Silverman to Sylvia on Summit FYI (1 page)	03/10/1997	P2, P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [2]

2009-1006-F  
kh565

### RESTRICTION CODES

#### Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Diana Fortuna 03/26/97 11:07:26  
ATM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Update on summit planning

We met with summit organizers last night (Stuart Shapiro, Powell's guy, Points of Light guy, and Corp) and learned the following things of interest:

1. They do plan to announce the formation of the partnership on Thursday. Powell wants to announce it in an interview with the Phila Inquirer, along with a \$1 million grant from Pew. The current name they are working with is "America's Promise: The Alliance for Youth." Let me know if you want me to follow up in any way.
2. Governors attending so far include Rowland, Carper, Zell Miller, Edgar, O'Bannon of Indiana, Weld, Engler, Shaheen of NH, Whitman, Hunt of NC, Keating, Ridge, Almond, Janklow of SDakota, Sundquist, Dean, Locke of Washington, Geringer of Wyoming. They predict Wilson will come. Marcia may push Romer and Bob Miller to come too.
3. We are planning to meet with their PR team soon. New production company hired includes Bill Kitchen, who did Inaugural.
4. President's Service Awards won't be ready until the summit itself. The group thought maybe the President could award these on Sunday. (they originally wanted Monday night.)
5. There is some left-wing protest planned for Sunday, with rhetoric that this is a sham designed to cover up increasing poverty and signing of welfare bill. Endorsers include Mumia Abu Jamal, the celebrated guy on Death Row, Noam Chomsky, Ramsey Clark, lots of labor union locals, although apparently not the leadership, and a zillion small left groups.
6. Sunday day of service on Germantown Road has kickoffs at 10:30 and 1:30 led by Powell, with calisthenics led by Schwarzenegger. They asked if POTUS would be there Sunday in time for 1:30; we said we'd get back to them.
7. We said we'd want a speaking role for VP on Monday am, and for FL on Tuesday. They said they'd "get back to us." Sounded more positive about VP, although they will put him earlier in the Monday program, before all the Presidents talk.

Service Summit

Diana Fortuna 02/26/97 10:27:46 AM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Stephen B. Silverman/WHO/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Alert on service summit

Someone at the summit who has asked to be nameless informs me of the following: people there are considering moving up the announcement of the post-summit apparatus. Rather than announcing at or near the time of the summit that a 501c3 is being established that will carry on the summit work for years, whoever is making decisions over there is considering announcing it much sooner (I assume that means perhaps the next few weeks). The difficulty of this is that we have no role in the post-summit, and its establishment will automatically shift attention/decision-making/etc. away from the summit organization and toward the 501c3.

The suggestion is that we ask Harris about the status of this announcement asap, without suggesting that we have heard there is a problem, so that we can approach the summit organizers about the problem asap. Do you want me to call Harris, or do one of you want to do so; or would you rather proceed in another way, given the whole Erskine process?

Service  
summit

Diana Fortuna 02/25/97 01:49:43 PM

Record Type: Record


To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: summit

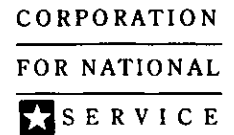
The after-meeting with Wofford was more than a bit scary. Clearly I have to ride them harder to keep us in the loop, and not take anything for granted. I will get more info on things like the task forces he was referring to, but obviously we need a better process with them. I'm not sure who over there is best to deal with on matters like this; I would hope his new chief of staff John Gomperts, who was in that meeting, would be useful. I spoke to him afterwards. They keep directing me to Melinda Hudson, the southern woman, who is very efficient and good at this commitment stuff, but again not playing the role we are looking for.

Steve and I did agree afterward to sit down with Leslie Dach in the next few days to see what insight he has.

February 27, 1997

**Memorandum to President Clinton**

From: Harris Wofford   
Subject: The Presidents' Summit for America's Future



This memo makes three points:

1. The successful bi-partisan launching of the Summit is helping to dispel the partisan shadow over AmeriCorps and to demonstrate your ability to bring people together on common ground.
2. The plans underway for Philadelphia and for the five-year effort to follow to achieve Five Goals for children and youth offer a great opportunity for your Presidency, for your "America Reads" initiative, and for AmeriCorps.
3. With your use of the "Bully Pulpit" before, during and after the Summit, you can take citizen service from the periphery to the center and as a lasting legacy fulfill your original promise for large-scale national service.

**I. The Benefits of Bi-Partisanship**

Ring in my ears as I write this is the tribute to you by the non-political father of Alan Khazei (City Year). "My God," he said, "the President's worked a miracle. There he was, with Colin Powell and George Bush, arm and arm at the White House, and they're going to Philadelphia to work together for children and youth and national service. It's fantastic! Clinton is proving that he really can bring people together."

Right now as I write this, CSPAN is replaying President Bush's Monday speech in Washington, with his enthusiastic account of the Summit, his endorsement of its focus on turning the tide for children and youth, and his expression of gratitude for your personal graciousness at the White House and for the bi-partisanship of the effort. See his attached remarks. "This is just the beginning," Bush said, "the very beginning of the wonders that the Summit can create".

1201 New York Avenue, NW  
Washington, DC 20525  
Telephone 202-606-5000

Getting Things Done.  
AmeriCorps, National Service  
Learn and Serve America  
National Senior Service Corps

The extraordinary widespread enthusiasm developing for the Summit – and your role in launching it – is evidence that the first hope we had in planning this is already being fulfilled. When George Romney called me, immediately after you announced my nomination for CEO of the Corporation for National Service, he said, “I have a plan to take National Service, AmeriCorps, and volunteering off this terrible pre-election playing field and show that whatever happens in the 1996 election, we’re going forward in 1997 with Republican and Democratic presidents working together on this.”

In my rounds on Capitol Hill since the White House announcement, I have found a remarkable shift of attitude among Republicans (and also Democrats), who sense that we may be bringing off something they won’t want to criticize – and who genuinely seem to sense that this may really be good for the country.

Instead of brushing off AmeriCorps as big-Government “paid volunteerism”, as used to be his wont, Senator Conrad Burns yesterday said this Summit sounds “real good” and offered to take me out to meet with the leaders of Future Farmers of America (and the 4H leaders) to get them involved in AmeriCorps. He thought their approach was missing in our portfolio of partners. “They really succeed with kids”, he said. “If you can combine with them you’ll be really into something that will work.” (FFA and 4H have been on our AmeriCorps sponsor target list). Noting that the Summit was a “big idea”, Senator Shelby also showed a new constructive approach to our coming AmeriCorps appropriations’ hearing.

It was Dan Coats, who at the Big Brothers, Big Sisters board meeting (after my presentation of the Summit), enthusiastically seconded the motion to make a major commitment to the Summit: to double the number of matches, from 100,000 to 200,000 by the year 2000, and to add as an integral part of each Big Brother/Little Brother (or Sister) relationship, a joint project of citizen service.

Don’t minimize the value of Arianna Huffington (who testified against AmeriCorps a year ago) promising me that she won’t ever again in talk or print attack AmeriCorps, and who went to Capitol Hill to persuade the “civic renewal” coalition to support the Summit. (She and C. Delores Tucker joined the Points of Light Board this year and were added to the Summit planning group, and Arianna has been a consistently constructive colleague). Read her attached column, commending your Summit leadership. She says that “in a city drowning in faux bi-partisanship, at the White House last Friday afternoon, there was finally a sighting of the real thing”:

With Bill and Hillary Clinton, Al Gore and Henry Cisneros sharing the stage with George Bush and Colin Powell, the genuine article was on display: bipartisanship, not as a rhetoric flourish but in response to the crisis in the lives of millions of young people at risk.



The occasion was the announcement of a Presidents' Summit to take place in Philadelphia at the end of April. Endorsed by all the living former presidents and with Colin Powell as its general chairman, the summit aims to capture the public imagination and evoke a new level of involvement from American citizens. It will be a call to action as well as a start of major new commitments -- millions of dollars and millions of volunteer hours -- from businesses, churches and community groups.

...Mr. Clinton said the Philadelphia summit is unprecedented. And what makes it so is not just the presence of living presidents, who normally come together only for funerals, but the acknowledgment from the highest levels of political power that, as the President said last Friday: "Much of the work of America cannot be done by government. The solution must be the American people through voluntary service to others."

A crusade to inspire citizens to solve problems locally is the single area where true bipartisanship is possible.

Washington Times  
Friday, January 31, 1997

II The Summit's citizen service campaign for Five Goals for children and youth is a great opportunity for your "America Reads" initiative – and for AmeriCorps.

The Summit's Five Goals are what every parent and grandparent wants to assure for every child in their family:

1. A caring adult in their lives -- as mentor, tutor, coach, champion.
2. Safe places -- safe schools, homes, streets, parks, youth centers -- in which to learn and grow, with well-organized, structured activities in non-classroom hours.
3. A healthy start – with immunization, access to health care, and encouragement of healthy behavior.
4. Effective education for productive employment and good citizenship, including the ability to read and school-to-work experience that leads to marketable skills.
5. Opportunity – and challenge and inspiration – to give back and to serve, not just be served.

Millions of young people in the American family lack one or more – or all – of these conditions for success in life. Unless the tide is turned, they are heading to

disaster – a personal disaster for them and a national disaster for all of us. The Philadelphia Summit is designed to be a launching pad for a crusade to turn that tide -- a national crusade to assure that every child in the American family has these conditions for success.

The Summit and the five-year to follow-up effort are being organized around “commitments” – to increase action toward the Five Goals. The aim is a quantum leap in citizen service and action by the business and non-profit sectors, including education, business, labor, foundations, the media, and civic, youth-serving, professional, religious and faith-based organizations. In addition to the several Newsweek Summit Commitment watch items, I attach a narrative description of some of the first notable commitments.

A drive for local commitments to achieve the Five Goals is underway already in many of the 120 communities invited to send delegations of ten to Philadelphia. These delegations will come to Philadelphia with a commitment to convene their own community summit and launch their own strategy for a “notching up” or a quantum leap toward the Five Goals. The five-person state delegations, being selected by the Governors, will also come with a commitment to extend this effort to communities not represented at the Summit.

At the Summit, national numerical targets will be announced, related to each of the goals. One million volunteer tutors for America Reads (and 100,000 college work-study tutors) will be among the major targets. Therefore, you can be confident the Summit and the campaign to follow will give new impetus to your call for a citizen army to achieve the goal that every American child learns to read by the end of the third grade.

That reading goal is integrally linked to all of the Summit’s Five Goals: the tutors and mentors called for in Goal One, the structured after-school activities of Goal Two; the healthy start of Goal Three (because pediatricians and family doctors are being asked to prescribe – and even give—books to the children and parents they see); the effective education of Goal Four; and the service by young people for Goal Five.

Commitments toward 100,000 work-study slots for America Reads is the focal point of the Summit commitments now being sought from Colleges and Universities. See the attached Newsweek Summit “Commitment Watch” boxes, which highlight the California University System’s work-study commitment of 200,000 hours of student tutoring a year; and the Houston Reads campaign for 20,000 reading tutors (just launched ten days ago with major AmeriCorps leadership, keyed by Barbara Bush -- who hailed your Reading goal and Summit leadership).

In your White House talk to NAFEO Monday, you renewed your call for college work-study tutors, but you did not note (and may not have known) that Henry Ponder's Summit commitment, on behalf of the 117 historically Black colleges, is to see that half of their 140,000 college students will volunteer in community service, especially tutoring. (To which the Newsweek "Commitment Watch" said, "Match that Ivy League").

At the American Council on Education this week, there was a major effort to get every college, as a commitment for the Summit, to get on the Honor Roll of those providing at least half of the new work-study slots for America Reads.

The America Reads Initiative for one million volunteer tutors is a key mission for AmeriCorps, and is the reason the President is asking Congress for an expansion of AmeriCorps from 25,000 to 36,000 members. In highlighting that goal, the Summit will play a vital part in generating the bi-partisan support necessary to accomplish this mission and getting Congressional support.

The Summit will help AmeriCorps and the Corporation for National Service in other important ways:

1. We are about to announce the rules for the \$1000 national service scholarships for college that you said you hoped would be awarded each year in every high school to outstanding student volunteers. The key to our success will be securing local, civic or corporate sponsorship of the local \$500 matches. The process of Summit commitments is helping us get a favorable response.

Yesterday, I met with leaders of major civic groups, including the US Junior Chamber of Commerce, the Lions Clubs, and the General Federation of Women's Clubs, about the Summit and the new high school service scholarship program. They said that as one of their Summit commitments they will sponsor many of these matching scholarships around the country. That will be a great jump-start for the program

2. In our Learn and Serve America program, we have been seeking ways to get service-learning incorporated in the curriculum of all K-12 schools. We are using the Summit commitment process to speed up the spread of service-learning. A consortium of major educational organizations, convened by Jeremy Rifkin (author of The End of Work) and Susan Stroud of our Corporation have agreed on a joint declaration and plan of action for civic education, prominently including service-learning. Their call to action for this will be announced as a Summit Commitment before or at the Summit. We expect more than twenty major organizational

endorsements of this effort, including the National Education Association and the associations of Superintendents, Principals and Chief State School Officers. This will be an important new force for service-learning.

3. Another milestone for Learn & Serve America to be launched in connection with the summit will be the formation of a K-12 Compact on service-learning, much like the ten-year-old national Campus Compact promoting college student service (based at Brown University, headed by Monk Malloy of Notre Dame). It will focus on mobilizing the leadership of chief state school officers and school district superintendents. We have been developing this for six months but the Summit is helping us speed it up, notch it up and get much more public attention.
4. You may know that we have been trying to expand the new approach of “education award only” AmeriCorps grants to major non-profit youth-serving organizations and to faith-based organizations like Habitat for Humanity, the Jesuit Volunteer Corps, and the National Council of Churches. In such a partnership, they provide the living allowance and administrative support, and our National Service Trust provides the \$4,725 educational award after a year of full-time service. This approach cuts the Corporation’s per-member costs, greatly reduces the grant-making paper work involved in detailed program-support budgets that have to be negotiated and monitored, and more deeply involves the independent sector and major religious organizations. It would also generate more bi-partisan support in Congress and non-partisan support in the country, and open the way for a major expansion of the number of AmeriCorps members.

The Summit commitment process is enabling us to move much faster in this, on a larger scale than we had reason to hope without the Summit. Yesterday, the Boys and Girls Clubs told me that as part of their commitment to the Summit to expand the number of youth in after-school programs by 500,000 by 2002, they are asking for 900 education-award only AmeriCorps members. Those 900 AmeriCorps members will have as their primary assignment, engaging and leading the Boys and Girls youth in community service. Similarly, the National Council of Churches expects to apply for some thousands of education award only AmeriCorps slots. And Tony Campolo tells me he is planning an Evangelical Youth Service Corps of full-time volunteers (mostly between their sophomore and junior years in college) which he hopes to announce as a Summit commitment. With the help of AmeriCorps education-

awards-only awards, Tony thinks that Corps can grow rapidly to at least 10,000.

5. As AmeriCorps reduces its per-member average cost from \$18,000 to \$15,000 pursuant to an agreement reached last year with Congress, the local programs using AmeriCorps members will need to increase the matching support from the private sector. The 501(c)(3) non-profit Partnership for America's Future that General Powell and Ray Chambers are creating to carry on the campaign for the Five Goals after the Summit, intends to raise substantial funds to be invested in programs that are successful in moving toward achievement of one or more of the Five Goals.

Since a major-- and increasing-- proportion of AmeriCorps members, and of the Senior Corps, RSVP, and Foster Grandparents are engaged in service to children and youth, including tutoring elementary school students, this post-Summit provision of support for local programs will assist many organizations that want to expand their use of full-time or part-time national service participants to do so.

Since the 501(c)(3) is being established as an independent grant-making organization it is not appropriate for me to be on its Board or to participate in the governance of that partnership, but I presume that Henry Cisneros, in the independent sector, will continue the role he has assumed for the Summit.

For all of these reasons, the Summit has been -- and remains -- a central part of our strategy to make citizen service the common expectation and experience of all Americans.

### III. Through your "Bully Pulpit" and the Summit campaign we can fulfill your promise of large scale National Service.

By staying out-in-front with the Summit, you can move to a new level of leadership in citizen service. This will involve championing it in your public statements, announcing some of the major commitments at the White House, playing the leading role in Philadelphia and strenuously pushing the campaign for the Five Goals in the years to follow.

General Powell, as Chairman of the Summit and the campaign to follow, will of course be one of the centers of the major media attention already underway. But nothing can diminish the leading role of the President of the United States if you exercise that leadership. If you and Bush and Powell are at your best together in Philadelphia, your teamwork will be historic and contagious, and it will be an

extraordinary demonstration of your ability to find the common ground you called for in your Second Inaugural.

The “Bully Pulpit” of the White House is still – even in this anti-political age – the most potent platform in the nation, beyond any 501(c)(3), however colorful that organization’s commanding officer. But the point is not competition: the case I am making is for enthusiastic collaboration. If you and Bush and Powell – and the First Ladies – try it, you’ll like it and the country will love it.

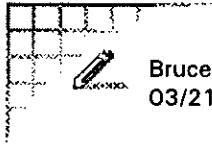
This seemed so obvious at the White House launching. The response there and in the subsequent media coverage was electric – and constructive.

You are reported to have said, at Renaissance weekend, that you had hoped for AmeriCorps to go large-scale, with hundreds of thousands of young people in national service as you proposed in the 1992 campaign, but that budget-balancing made that impossible now.

My memorandum to you of November 14, 1996 (which I attach), spelled out a number of ideas which taken together could fulfill that original vision even in tough-budget times. These include some of the initiatives described above that we are advancing through the Summit commitment process.

Through the Summit, we can show, on a national and local stage, that service in AmeriCorps and of the other programs is a key part of the strategy for achieving the Summit’s Five Goals. The service by young people not only achieves the Fifth Goal – of all youth serving – but it is one of the powerful resources for achieving the other four goals. In moving to this much larger scale, we can put within reach your 1992 goal that every young person who wants to perform substantial service, with assistance on college costs in return, can do so. “Serving your way through college” can become an option for all.

Service summit

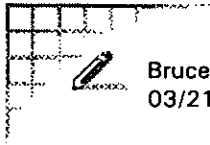


Bruce N. Reed  
03/21/97 12:11:35 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Elena Kagan/OPD/EOP, Christa Robinson/OPD/EOP  
Subject: Re: High school service scholarships

Let me know as soon as you can where they are. This would be a great event if we have credible sponsors (even half the price tag). But can't do without something.



Bruce N. Reed  
03/21/97 12:07:15 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Re: Presummit idea list

Those look OK. I guess the question is whether we should also be thinking of some bolder proposal for the summit itself -- eg, make service a condition of college loans; some kind of tax credit; high school ROTCs; or what.



Service Summit

cc Bruce Elena

MEMORANDUM

CORPORATION  
FOR NATIONAL  
★ SERVICE

TO: Bruce Reed  
FROM: Harris Wofford *HW*  
SUBJECT: President Clinton's Participation  
in the Presidents' Summit for America's Future

Plans are moving forward for the Summit in Philadelphia on all fronts. The White House ceremony provided an inspiring and highly visible launch which has generated enormous public interest in the Summit and a powerful introduction to the private, public, and independent sectors. Each week, we secure new commitments for young people and their future ... and each week a few of these are reported by Newsweek with a challenge for more (attached). Communities and Governors have been invited and are convening delegations to attend the Summit. And the program and the agenda are taking shape.

The Summit will have three focal points. First, the President and former Presidents Bush and Ford, and the First Ladies will join in the historic call to commitment and action. Second, local and national leaders from all sectors will announce their organizational commitments to action – mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for state and local action.

The participation of the President and the First Lady is requested for the **entire day and evening of Monday, April 28** for a series of substantive and ceremonial activities. Monday is the centerpiece of the Summit and begins with a morning plenary at Independence Hall with the President and First Lady and former Presidents and First Ladies, a reception with corporate chief executive officers, foundation presidents, governors, mayors, and the heads of national nonprofits, a policy forum on the five resources for young people -- goals around which the Summit is organized-- and, finally, the presentation of the President's Service Awards that evening. The President could then depart about 9:00pm. All of these are being covered by national media, from the morning shows to evening news to continuous cable programming. The President's main statement would probably best fit at the morning ceremony, but he would play a key part in the forum on the Five Goals and in the President's Service Awards in the evening.

While Monday is the Presidents' day, there is a vigorous agenda for the rest of the Summit:

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Telephone 202-606-5000

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National Senior Service Corps

## **Sunday of Commitment**

Sunday, April 27

As delegates and national commitment makers begin to arrive for the Summit, Philadelphia will hold a Sunday of service projects and special events to showcase how a community can become a “five star city of service” for and with young people. AmeriCorps and other Corporation for National Service programs, volunteer and civic groups, schools, city offices, and communities of faith will work together on several neighborhood projects. Delegates will join them in service projects that symbolize the potential outcomes of the Summit and the goals of providing mentors, tutors (for the America Reads Initiative), a healthy start, safe places with structured activities in the non-classroom hours, education with marketable skills, and the opportunity for all young people to give back through community service. The Summit will formally begin on Sunday evening with a Philadelphia-focused celebration and national entertainment. A prime time special for Sunday night is being explored.

## **Presidents’ Day**

Monday, April 28

Ceremony at Independence Hall: this is the centerpiece of the Summit. The morning opening ceremony is being planned for Independence Hall and its grounds. All 2,000 delegates and national invitees will be in attendance, along with corporate, foundation, nonprofit, communities of faith leaders, governors, mayors, and members of Congress. The ceremony is organized around a call to commitment – for Americans to pledge to serve, for each of us to put our individual gifts to work for the common good, for us to renew the sense of civic responsibility. The ceremony will feature the President and First Lady and their predecessors with their citizen service heroes as a tangible, inspiring representation of the difference each person can make in achieving the Five Goals of the Summit.

Declaration of Commitment: after the Ceremony, the Presidential participants will leverage the symbolism of Independence Hall and sign a Declaration of Commitment ... a brief supporting statement of the five resources needed for every young person in America. The “Declaration of Commitments” will also be signed by governors, mayors, CEO’s, foundation and non profit presidents, by the attending delegates, and by individual citizens signing on the web (many of those signings will take place on Tuesday).

Reception: following the ceremony, there will be a reception for the governors, members of Congress, CEO’s of commitment organizations with President and Mrs. Clinton and the former presidents and first ladies.

Issue Forums: this session focuses on the expanded citizen service and institutional commitments that will ensure that all of our youth have access to the five fundamental resources: an ongoing relationship with a caring adult: a mentor, tutor, coach; safe places with structured activities to learn and grow; a healthy start; a marketable skill through effective education; and an opportunity to give back through community service. The President would be the leader and an active participant in this interactive session on challenges and model public, private, and nonprofit approaches. This is a substantive session, with a fair amount of exchange between and among participants including governors, mayors, CEO's, and young people. There will be additional forums ongoing throughout the afternoon.

President's Service Awards: the Awards will be the culmination of the day, illustrating what the creativity and energy of "everyday" Americans can accomplish for the common good. The President's Service Award is the highest honor in the volunteer world, presented each year by either the President or the First Lady during National Volunteer Week. These twenty-five winners culled from a national competition demonstrate that somewhere in America, every day, solutions are being found to the problems we face. Governors will also be involved in the presentation.

### **Communities Day**

Tuesday, April 29

All during the Summit, community and sector delegations will have been meeting to share best practices and to plan their strategies for their own communities. This day will focus on the reality that "all service is local". General Powell will chair and Secretary Cisneros will be a very active participant. Panels and plenaries will be interspersed on this final day, culminating in a closing ceremony.

# Newsweek

PERISCOPE Section—*Commitment watch*

Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

## 9 WEEKS TO GO

### COMMITMENT WATCH

## Pony Up the Pledges

The April 28 bipartisan Summit for America's Future is really snowballing now, though much of the press remains reluctant to report even huge volunteerism commitments as news. Not interested in ponying up? Fine, but don't ever say again, "These social problems should be solved in the private sector." Organizations wanting to commit, call 800-365-0153.

ORGANIZATION	COMMITMENT	CHALLENGE
Scholastic Inc.	Donate a million books to the "America Reads" program	Time to book Random House?
100 Black Men of America	Double the number of at-risk youth mentored to 120,000	<i>Hola! ¿Dónde están</i> Hispanic groups?
May Department Stores	Connect senior-citizen tutors to 100,000 children, in person and online, in 25 cities	Go get Gramps! Every firm could use its retirees.
Boys and Girls Clubs	Increase the number of youth served in after-school programs by 500,000 by 2002	Why are they the only ones building clubhouses?
California University System	Use work-study funds to support 200,000 hours of tutoring a year	Nix dishwashing. Convert <i>all</i> work-study to service.

CLOCKWISE FROM TOP: NO CREDIT (5).

# Newsweek

PERISCOPE Section—*Commitment watch*

Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

## 10 WEEKS TO GO

### COMMITMENT WATCH

## Be Like Colin Powell

**Will the April bipartisan Presidents' Summit be just another feel-good confab without concrete results? No. Participation requires specific commitments in: mentoring, safe after-school activities, child health care, education in marketable skills or youth service. Colin Powell's now working full time. Still uncommitted: the auto and defense industries.**

ORGANIZATION	COMMITMENT	CHALLENGE
Girl Scouts of the U.S.A.	For 85th birthday, 8.5 million girl-hours of mentoring	Boy Scouts: do your duty
The Pillsbury Co.	\$1.75 million for mentoring this year alone	Can Kraft out-dough Dough Boy?
117 black colleges and universities	Pledge that half of all students will volunteer for tutoring	Match that, Ivy League!
Kimberly-Clark Corp.	\$2 million for playgrounds in 30 cities	Make that a minimum for big corps.
Texas Comptroller's Office	Volunteers to help get 1,000 families off welfare	Yes, bureaucrats can have hearts, too

# Newsweek

PERISCOPE Section—*Commitment watch*

Each week prior to the April 27–29th Presidents' Summit for America's Future, NEWSWEEK will feature new commitments.

## 11 WEEKS TO GO

### COMMITMENT WATCH

## It's Put Up or Shut Up Time

Attention, anyone who believes the private sector has a role in helping the next generation. The Presidents' Summit for America's Future, sponsored by Presidents Clinton and Bush with Colin Powell, is asking corporations and nonprofits to arrive in Philadelphia on April 27 with "commitments in hand." Each week PERI will track the pledges, so ante up!

ORGANIZATION	COMMITMENT	CHALLENGE
Big Brothers and Sisters	Double their mentoring relationships to 200,000 by the year 2000	Will corporations offer incentives?
LensCrafters	Provide 1 million needy people, especially children, with free vision care by 2003	Paging Pearle Vision
Columbia/HCA Healthcare	Immunize 1 million children by the year 2000	Top that, Humana
Junior Achievement	Enlist an additional 2 million students in entrepreneurship skills program	Communities must commit space
Greek Orthodox Church	Assist one needy child per every 10 families in the 550 Greek Orthodox churches	Baptists, Catholics, etc.—match that ratio, please

# Newsweek

NEWSWEEK FEBRUARY 3, 1997

...And today's average journalist believes in his bones that bipartisanship must be boring, even when it's the only real man-bites-dog story in town.

But what if a story came along with the potential to change that dynamic? Actually one did, just last week. Clinton, George Bush and Colin Powell got together to announce the Presidents' Summit for the American Future, April 27-29 in Philadelphia. It is designed to move beyond inspirational rhetoric to expand and coordinate hundreds of community-service ideas. The multiplier effect could prove powerful in really changing lives.

Imagine if this summit were covered like the superpower summits of old. (The goal, saving the next generation, is certainly as weighty.) Imagine, further, that the press treated each major commitment by a corporation or church or nonprofit in advance of the summit as a campaign promise, with tough-minded reporters holding them as accountable as politicians. Imagine how intensive press attention in the next 90 days might kick off a wonderful new arms race—a competition within the private sector to see who can commit the most to spur service. (Beginning next week, NEWSWEEK's Periscope section will do its part by regularly tracking those commitments.) This is hardly a minor story. In the centrist world of the late '90s, it's in the private sector, not in Washington, where children will be mentored, workers trained, social problems solved. Keeping those stories saccharine-free is a creative challenge, but that's what we're paid for.

I still want to see the usual stories on scandals and partisan sniping, and even some celebrities. But isn't it about time we sent a message back to the public that shows we are trying to reconnect to the spirit that lurks, somewhere, in all good journalists—a spirit of idealism coexisting with skepticism? This is about more than getting the public to like us better, so that juries don't destroy what we do. It's about better stories, in a better country.

BY JONATHAN ALTER

# Newsweek

EXCERPTS  
PERSONAL  
HISTORY  
BY KATHARINE GRAHAM

## Why Service Matters

There are problems government can't solve, so it's up to the rest of us—before it's too late. BY COLIN POWELL

**N**OT LONG AGO, I VISITED a Boys and Girls Club in a poor area in Florida. I was talking to a group of kids sitting on the floor around me about my own childhood. My family wasn't rich; in fact, we lived in a tenement in the Bronx. But, I told the group, my parents had created an enveloping family environment that gave sustenance, structure and discipline to our lives. We were taught to believe in ourselves. As I spoke, a 9-year-old boy raised his hand. "General," he asked, "do you think if you didn't have two parents you would have made it?"

That kid cut me right to the quick. He was saying, "This isn't my world you're talking about. Can I still make it?" My answer was: "Yes, you can." That boy may not have had what I had growing up, but, I said, "there are people here who care for you, who will mentor you, who will watch over you and teach you right from wrong."

As I began traveling around the country in retirement, my own interests turned inward,



Call to arms: 'I have seen divides that are deeply troubling'

from national security and cold war to what is going on here at home. I have seen social, cultural and racial divides that are deeply troubling. These are problems government can't solve, so it's up to us to get on with it. Last Friday we started: I had the unusual privilege of standing in the White House beside two of the presidents I had served—Bill Clinton and George Bush. One

had defeated the other at the polls, but old rivalries are giving way to a common purpose. We were together to announce the Presidents' Summit for America's Future, which will be held in Philadelphia on April 27-29. Presidents Gerald Ford and Jimmy Carter and First Ladies Hillary Clinton, Lady Bird Johnson and Nancy Reagan will be present to welcome the delegations

from every state and hundreds of volunteer groups. The goal is not just to celebrate "service" but to encourage corporations and nonprofits to further mentoring, skill training, child health care, service to community and safe places for children.

It won't be easy. In my travels, I have met many youngsters. Too many of them are in despair. I saw for myself during 35 years in the military what happens when you take young people, provide a nurturing, structured environment and give them leaders to look up to. I've since wondered what would happen if only we could make that model available to every kid.

I find that so many people are anxious to do more, if only we can help them channel their time, energy and treasure. There's no reason every company in the country can't take one kid, 10 kids or 100 kids and teach them about the workplace. There's also a place for local government. Look at California, where Gov. Pete Wilson has created a program to recruit 250,000 mentors for at-risk youngsters by 2000. Each of us who has been blessed must reach down or reach back and lift up somebody in need.

POWELL, the former chairman of the Joint Chiefs, is general chairman of the Presidents' Summit for America's Future.





THE SECRETARY OF VETERANS AFFAIRS  
WASHINGTON

FEB 12 1997

The Honorable Harris L. Wofford  
Chief Executive Officer  
Corporation for National Service  
1201 New York Ave, NW, 8th Floor  
Washington, DC 20525

Dear Mr. Wofford:

The Presidents' Summit for America's Future will present this country's veterans' service organizations (VSOs) with an excellent opportunity to highlight their many programs that benefit America's youth. I have spoken with the leadership of the largest organizations, and they are eager to participate, support, and commit to the goals outlined by President Clinton last month.

Many people are aware that the Department of Veterans Affairs (VA) hospitals and other veterans' facilities benefit from hundreds of thousands of volunteer hours. Overlooked, however, is the fact that since their inception, nearly all the nation's veterans groups have focused on the welfare and education of the nation's youth. The American Legion, the Disabled American Veterans and the Veterans of Foreign Wars, for example, all offer scholarships, citizenship and civic responsibility programs, and volunteer and financial assistance to schools and youth organizations.

The American Legion is particularly eager to discuss their participation in the program to immunize every child by age two. The Legion's childhood immunization program started in 1944. In addition to its outstanding and growing Boys State and Boys Nation (and their Auxiliary's Girls State and Girls Nation) and American Legion Baseball programs, the Legion is also working to establish a program to help high school teens with disabilities. The Legion wanted me to share with you and the President the fact that their corporate giving comes to about \$5 million since 1955 to more than a dozen organizations that directly assist America's youth. The Legion's achievements are not unique. They are duplicated by VSOs across the country.

I urge you to consider reserving 50 delegates for veterans who have added to the life and welfare of their communities. I sincerely feel that these 50 delegates will add immeasurably to the success of the Summit. I will be glad to identify veterans from around the country who would be excellent choices.



*Putting Veterans First*

2.

The Honorable Harris L. Wofford

I know the time is short for identifying these delegates. The Office of Intergovernmental Affairs is working to bring success stories and commitments from the organizations to the attention of the Summit organizers and its national audience in April. Ken Mireles, who serves as the VA contact, will help coordinate our efforts. He can be reached at (202) 273-5768.

I look forward to working closely with your office as the plans for the Summit come together, and I appreciate any assistance you can provide to ensure that representatives of the nation's veterans have a place at the table.

Sincerely,



Jesse Brown

JB/jh

# United States Senate

WASHINGTON, DC 20510-4502

February 13, 1997

The Honorable Harris Woffard  
Chief Executive Officer, Corporation for National Service  
1201 New York Avenue, N.W.  
Washington, D.C. 20525

Dear Harris:

We would like to commend the Corporation for National Service and the Points of Light Foundation for joining forces to host "The President's Summit for America's Future."

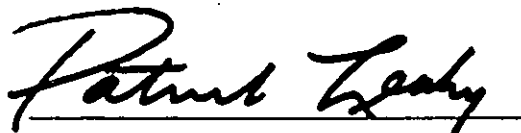
This summit offers a wonderful opportunity to bring together many diverse interests, including corporations, educational institutions, non-profit and religious organizations, and state and local leaders, to promote voluntary service. Promoting volunteer service among our young people and stimulating their interest and involvement in the communities they live in is one of the greatest investments we can make in our future.

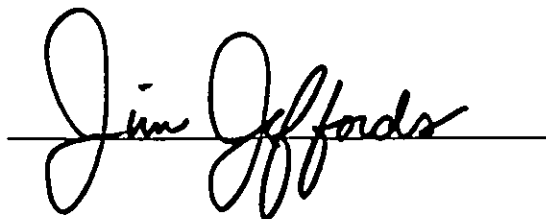
Summit organizers propose to draw participants from the largest cities of each state and the country as a whole. While that distribution guarantees a discussion of volunteer opportunities in urban areas, we are concerned that the unique problems facing rural residents could fall between the cracks.

To ensure that the summit lives up to its potential to promote volunteer service and improve the lives of young people in all of our communities, we urge you to also seek participants to represent rural areas. Specifically, we recommend a ten person delegation from each of the fifteen most rural states, chosen by State Commissions for National Service in cooperation with the Points of Light Foundation, State Rural Development Councils, and the Extension Service. These participants would bring a rural perspective to the summit that is missing in the current format.

Thank you for your consideration and for your commitment to community service.

Sincerely,

  
\_\_\_\_\_  
Patrick Leahy

  
\_\_\_\_\_  
Jim Jeffords

The Honorable Harris Woffard  
February 13, 1997  
Page 2

Stendell Ford

Tom Rahn

Max Baucus

Byron L. Dorgan

Tim Hutchinson

Tom Harbo

February 18, 1997

MEMORANDUM FOR HEADS OF DEPARTMENTS

FROM: Bruce Reed  
Assistant to the President for Domestic Policy

SUBJECT: Presidents' Summit for America's Future

As the President announced last month, he will serve as honorary Co-chair of the Presidents' Summit for America's Future, along with former Presidents Bush and Ford. The summit is a partnership between the Corporation for National Service and the Points of Light Foundation, and it will be held in Philadelphia on April 27-29.

The summit will challenge all Americans to increase their commitment to citizen service and voluntarism. Its goal is to mobilize millions of citizens and thousands of organizations to ensure that children and youth across the country have what they need to lead healthy, fulfilling, and productive lives.

Federal agencies will take part in meeting this challenge. We are forming an interagency work group to develop the Federal government's service commitment for the summit. Therefore, you should designate a Presidential appointee who can join this working group and represent your agency in this process.

We will hold the first meeting of this group on Tuesday, February 25 at 11:00 a.m. in Room 472 of the Old Executive Office Building. Please call Jennifer Bazzell at 456-2216 to let us know who will represent your agency at this meeting, and to give us clearance information for the meeting. If you have any questions, you can call Diana Fortuna of my staff, who is coordinating the Administration's involvement in the summit, at 456-5570.

Thank you.

April 28

### Summit Issues

- Federal Agency Meeting tomorrow
  - Bruce to open meeting
  - Presentation by Corporation/Harris
  - Assignment to Federal agencies:
    - What you are already doing
    - What you propose to do
    - Sort by 5 areas
      - meeting
      - sub-places
      - health
      - ed
      - up to serve
    - Guidance:
      - Direct voluntarism by Federal employees (unions?)
      - Federal support for others' commitments - guiding etc.
      - Integrate service in existing/new commitments - serv in all initiatives, past + present
      - America Reads/tutoring
      - DC/local communities
      - 0-3
      - write-to-who
  - How agencies/secretaries can help garner commitments
- President's activities at Summit
  - Just morning program? Yes
  - Heroes - only part of bigger speech.
  - President's Service Awards? do at lunch?? - makes it more our lead
  - Other 3 principals
    - Ash Melane/Ron/Kurran L. - what do they want?
- Pre-summit activities
  - National Service Scholars?
  - President's Service Awards - at lunch with
  - National Volunteer Week - 2 who before S.S.
  - Benton event on 3/3

clearly needs to refer to S.S.

between event + April 28.

Announce boatload of cross service scholars stuff. (happening this yr?)

Also need - other ideas to say in the sp.

- h.s. service reg (?)

- faith-band (legal issue?)

- flex-time for fed whos. (how much can do?)

2/21

Service prep mtg

Late tomorrow - mtg w/ Cpl. Batt office, and others

BC - not whole day

Sylvia  
Martha  
Maria  
Ann  
Don  
Steve

Melann  
Ruv

TO Dos

② Mtg on W to Wh:

w/ Maria

Basically explain assign.

①

3 p short memo on  
goals + objectives  
next 6 mos.

Due Friday.

1. Ed

2. Well-b-w

3. O-3

Service

Health Care  
Crime



Carol Rasco @ ed.gov  
02/21/97 07:49:00 AM

Record Type: Record

To: Pauline M. Abernathy, Elena Kagan, Bruce N. Reed

cc:

Subject: Newsweek and commitments to America Reads

Pauline told me of your inquiry about Newsweek printing the Scholastic figure. As I shared with her, the commitments being made to the Summit are not on the whole being shared with us nor any agency as best I can tell. I am working hard to have a smooth working operation with the Corporation on America Reads and feel success is in place on that front. However, the Summit is not something we work on daily together. I have suggested periodically with them we need to be kept abreast of what is happening with the Summit and quite frankly I get the impression at times that those at the Corporation itself aren't always aware of what commitments are being received. If you have ideas about what I should do differently let me know. I think it is a bigger system problem than just America Reads being somewhat in the dark as I have heard other departments/agencies saying they are getting calls from folks with whom they work saying they are confused about the relationship of the Summit to ongoing relationships with various agencies and departments with which they work.



Steve Waldman

Faith-based service (Clinton likes)

Nat Council on Churches - proj w/ 15 diff rel denom

Joining service

If C. does call,

there will be result -

a real multiplicity of p. joining service

Thru f-based groups.

So real numbers.

to you ~~to~~  
~~we~~ multiply  
ops for service,  
we'll give  
them kids  
nat. serv ed.  
award.

Nice agenda -

make call

really have something  
to show for it.

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Service summit

I hear there may be a meeting at 5pm today on the summit, so here is a quick update.

The Corporation still owes us its list of ideas for the President's involvement before the summit. When I get that, I will turn it into an options memo for you.

The first meeting of the Federal agencies will be next week. I will drop off a copy of the memo inviting agencies for your OK today.

Here is the agenda for the summit that its organizers now envision. The big event for the President is on Monday morning. They would like him to be there all day Monday if he can. Scheduling is holding time, but I need to get them a formal scheduling request.

**Sunday April 27:**

- Events in Philadelphia, including some kind of showcased "service site" that has not yet been identified -- perhaps a school or a "safe place". Mayor Rendell has been very involved in this.
- 4pm: a welcome ceremony that they are trying to package for TV that will tell individual stories. George Stevens of the Kennedy Center is working on this.
- Evening: a Philadelphia gala of some sort

**Monday April 28:**

- Morning: the big event at Independence Hall, with the President, Bush, Ford, reps of other former Presidents. They say they want speakers to emphasize "hero stories." Powell serves as MC, as he does throughout the event. They also still like this idea of having everyone sign a "declaration of commitments", as we discussed.
- VIP brunch to thank corporate sponsors, receiving line, mayors, etc.
- Afternoon: 2 separate tracks. One is for the 100+ communities attending to talk about how to make this happen. The second track is corporate CEO's and Governors talking about how to leverage commitments. If the President were to stay, they would suggest the second track, perhaps with him chairing a roundtable.
- Reception in evening, followed by option of the President presenting the "President's Service Awards" that night. These awards have historically been presented in a Rose Garden ceremony, but the summit people think doing it that night is a good idea. The First Lady presented them last year.

**Tuesday April 29:**

- Plenary panel with Cisneros chairing
- A major talk show may do a live broadcast in the morning
- Closing ceremony at lunch at the convention center, with all those there signing the "declaration of commitment" in blocks of 10 people

Summit Mtg

Ford/Mrs Reagan/Carter by telecon??

People from 150 communities - put together one delegati-  
on 2501 / nat. orgs / Govt' delegati-  
on

Rick Little - CEO of Partnership for America's Future  
Carter of summit - why B&B tower is  
opening org.

26th Sat / 27th Sun - where of events

central site + subsid sites

morning shows out of

Sun <sup>even</sup> - ceremony welcoming people

Philly

celebs of service -

entertainment + stories - for live TV schedule

G. Stevens - exec producer??

Afterward - Philly gala - Ed Rendell production

Each pub event -

Mon. morn. - live morn TV - 630am / 6am??

story telling

shape set for his event at Indep Hall

dimensi-

2 hrs. 4 Presidents there.



??  
sign "Declaration  
of Commitment"  
over personal  
commitments??  
and children?

have to carefully plan roles -

build partic around particular heroes??

commitments recognized through

Take all Presidents to VIP brunch - They'd think all

P. who made commitments -

pictures etc.

Ford left by the

⇒ Like him to stay all day.

Mon afternoon - local delegati-  
on in commitments

Another track - corporate commitment

⇒ || Like Pres to participate -  
|| roundtable of CEOs + gov

Evening - reception

7:30 - President's service awards -

usually done at WTA -

now tied to summit!

If not Pres - Mrs Clinton

- Bush - appears willing to stay for day

Participate in afternoon event

Has not been asked to play in P's service awards

Prof Lt man says: GB ~~is~~ would like to have role! Also gov!

new man panel chaired by Cisneros -

best practices in communities

breakout sessions again

lunch-closing ceremony

Memo by Munday morning - suggestions on what

Pres. should do.

ⓧ Try to separate from Americorps.

Bad to politicize.

RF

10 children  
10-12 communities

Program design questions -

When Pres come? How long stay?

Same for Mrs. Clinton?

Sign-off from W.H. to do P's awards  
in Phil??

shows the  
range of  
whs.

RF

Focusing on problems of children +  
youth -

not about volunteerism in gen'l.  
service

There's a point here.

Connection w/ 2 cents -

espec Empowerment Conf.

Diana Fortuna 02/19/97 03:11:08 PM

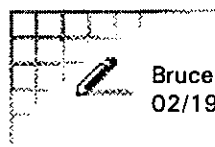
Record Type: Record

To: Elena Kagan/OPD/EOP

cc:

Subject: and here's another note by him

----- Forwarded by Diana Fortuna/OPD/EOP on 02/19/97 03:07 PM -----

 Bruce N. Reed  
02/19/97 02:55:11 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP

cc:

Subject: Re: Service summit 

Touched by an Angel is a religious drama -- so I think they'll be looking for ideas to copy

Your interagency memo looks good. thanks.

Diana Fortuna 02/19/97 03:10:33 PM

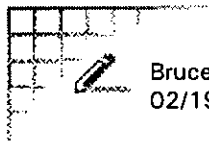
Record Type: Record

To: Elena Kagan/OPD/EOP

cc:

Subject: here's bruce's note

----- Forwarded by Diana Fortuna/OPD/EOP on 02/19/97 03:07 PM -----

 Bruce N. Reed  
02/19/97 01:40:58 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP


cc:

Subject: Re: Service summit 

thanks for your update. the mtg was fine, just more high-level anxiety on Republican involvement, what's happening with Americorps, etc. Harris is preparing a memo for the President to calm him down. We should start sending POTUS a weekly update on commitments (ripping off the Newsweek box).

Also, Lisa Caputo from CBS called to say that one of their hit shows, Touched by An Angel, wants to do 3 shows around the service summit theme. They're going to call me. Any ideas?

Record Type: Record

To: Bruce N. Reed/OPD/EOP  
cc: Elena Kagan/OPD/EOP  
Subject: Re: Service summit 

Thanks for your note. National Service will start sending me weekly updates on commitments, so we can give the President a weekly report.

Did you get a chance to look at the draft invite to agencies for the Federal interagency meeting? Is it OK to send out?

Let me think about Touched by an Angel; I don't know what type of show it is. I'm sure the Corporation has a lot of "heroes" they could propose to showcase.

By the way, you commented at our meeting with Harris that 1 of the 5 key areas for children was not well crafted -- the education one, which reads "marketable skills through effective education." Apparently they are sticking with this language, in case you care.



2/4/97

# Summit meeting

Interagency sp.

Americans // name more broadly

↑  
chance for PC to emphasize latter.

Summit wants tangible goals.

PR - need help -

1. Event ideas -
2. Figure out P's role in summit

Pending invit - ACE

Part of pitch - call students' reading habits.

- commitment watch

?? 5 goals of summit  
we're working on 6th.

[ Faith-based service  
- ask for commitment.

Trinivirata Admin - Woford, Chambers,  
Shapiro - exec. director

Push - whole time

Senior projects - Sunday  
Pines role - Monday  
Oprah - live article - Tues  
morning

Nat Youth Service Day |  
Nat Service Week

When next to when - launch the scholarship -  
Event as well with winners (later - July)  
Announcement of commitment for scholarship - do  
big matching grant.

commitments in reading?

- 1) Faith and service
- 2) scholarship

Clinton as CEO of part  
- getting fed ee's.

Get memo  
from Bruce

lead of service  
lead w/ thing we want to do  
means: service.  
(achieving goals of ed)

Our interagency SP -  
we have to focus our energies  
← figure out what to focus on  
(1 or 2 of goals)

Goals

- 1. applying relationship w/  
mentoring/training/coaching
- 2. healthy start
- 3. safe places to live + grow
- 4. marketable skills
- 5. an op to give back

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Re: summit

FYI re attached, Cabinet affairs wants to be quite involved in the interagency process of determining the federal commitment. I think I can manage this, but let me know if you think I should be more wary. I think you said Steve S. was in the meeting with you and Erskine and Harris the other day.

You should also know that Harris wants to come to the first interagency meeting with Federal agencies (which is Tuesday morning). I think this is OK, too, but I made it clear to them that they aren't in charge of the process -- i.e., they said they have some ideas they want to present for the Federal commitment, but I told them they can't present ideas to the assembled masses without us OK 'ing them in advance. They agreed to this.

I am putting time on your calendar to discuss where we are in advance of Tuesday's meeting.


----- Forwarded by Diana Fortuna/OPD/EOP on 02/20/97 04:06 PM -----

Stephen B. Silverman  
02/20/97 04:07:08 PM

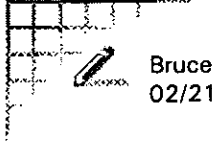
Record Type: Record

To: Diana Fortuna/OPD/EOP

cc: Katherine Hubbard/WHO/EOP

Subject: Re: summit 

Sounds good. How's 11 am, here in 160? Let's talk about Tuesday meeting, who should come, what we want to achieve there, agenda, structure going forward (should we meet weekly with agencies), request for paper and ideas, should Wofford come? see you tomorrow. Let me know if 11 doesn't work. Steve



Bruce N. Reed  
02/21/97 11:13:21 AM

Record Type: Record

To: Elena Kagan/OPD/EOP

cc:

Subject: Newsweek and commitments to America Reads

That reminds me of the other thing I wanted to put in the weekly -- a note that Erskine and I met with Harris Wofford to ensure that plans for the service summit are on track. Steve Silverman and Diana Fortuna will be working on it, Silverman going to planning mtgs, etc. A Rendell aide, Stuart Schapiro, is running the summit. I met with Rick Little, who will run the non-profit that follows up on the summit; he is the founder and director of the International Youth Federation, a worldwide service organization, and is thoroughly non-political. Then mention some of the recent commitments from the Newsweek box (Diana has these), including several to the President's reading initiative.

----- Forwarded by Bruce N. Reed/OPD/EOP on 02/21/97 11:05 AM -----



Carol Rasco @ ed.gov  
02/21/97 07:49:00 AM

Record Type: Record

To: Pauline M. Abernathy, Elena Kagan, Bruce N. Reed

cc:

Subject: Newsweek and commitments to America Reads

Pauline told me of your inquiry about Newsweek printing the Scholastic figure. As I shared with her, the commitments being made to the Summit are not on the whole being shared with us nor any agency as best I can tell. I am working hard to have a smooth working operation with the Corporation on America Reads and feel success is in place on that front. However, the Summit is not something we work on daily together. I have suggested periodically with them we need to be kept abreast of what is happening with the Summit and quite frankly I get the impression at times that those at the Corporation itself aren't always aware of what commitments are being received. If you have ideas about what I should do differently let me know. I think it is a bigger system problem than just America Reads being somewhat in the dark as I have heard other departments/agencies saying they are getting calls from folks with whom they work saying they are confused about the relationship of the Summit to ongoing relationships with various agencies and departments with which they work.

Each week prior to the Presidents' Summit for America's Future, NEWSWEEK will feature new commitments

PERISCOPE

MARKETING

## Counter Intelligence

**W**ANT THE RETRO LOOK IN your kitchen? Put a Lava lamp in your freezer. Otherwise, look out. KitchenAid, Krups and Rubbermaid are conspiring to bring their versions of '70s "harvest gold" back to your culinary color scheme. "It's not easy to get



Krups

used to," says Cheryl Canning, marketing manager at Krups, which introduced its "golden" appliances at Chicago's recent housewares show. "But muted shades of bright tones are really big now. And new colors get people into stores." But will they buy? The Color Marketing Group thinks so—mostly because yellow complements green and blue, which are popular in kitchens. "It's not as harsh as harvest gold was," says Melanie Wood, CMG president, "but it's close."



Jamming on the A line: Jazz guitarist Bruce Edwards

MUSIC

## The Real Underground Sound

**T**HE MOST FAMILIAR SOUNDS of the New York City subway system—screeching brakes and scratchy loudspeakers—are generally regarded as excellent reasons to travel aboveground. But *other* sounds are so extraordinary they're now on a CD that's finding an audience far beyond the rails of the IRT. "Subplay," a blues, funk and jazz album by the indie label As Is Entertainment, features original record-

ings by subway performers—some of them recorded live on the platform. Since it debuted last summer, the album has found a following in Gotham. Now it's on store shelves in L.A. and Seattle, and will hit Europe and Japan this spring. Artists on the album share in sales, as does the nonprofit food organization Share Our Strength. Next up: a CD featuring musicians of the Paris Métro or the London Tube.

BUZZWORDS

## Flower Power

**V**ALENTINE'S DAY IS RIGHT around the corner, and florists everywhere are getting ready. Bring in the bushels of roses, the reams of red ribbon—and some lingo:

- 'It's on the truck':** Florist's equivalent of "the check is in the mail"
- Pomp and carn shop:** Low-end flower store (from pompon and carnation)
- Amateur:** A customer ordering a dozen roses
- Beauty on a budget:** Customer who wants the world for \$35
- Bullet:** Tightly closed. "Those pink tulips are still bullets."
- Blown:** The opposite of bullet; in full bloom
- Work rose:** Won't last more than a few days; often used in funeral arrangements



Strictly for amateurs?

COMMITMENT WATCH

## It's Put Up or Shut Up Time

Attention, anyone who believes the private sector has a role in helping the next generation. The Presidents' Summit for America's Future, sponsored by Presidents Clinton and Bush with Colin Powell, is asking corporations and nonprofits to arrive in Philadelphia on April 27 with "commitments in hand." Each week PERI will track the pledges, so ante up!

ORGANIZATION	COMMITMENT	CHALLENGE
Big Brothers and Sisters	Double their mentoring relationships to 200,000 by the year 2000	Will corporations offer incentives?
LensCrafters	Provide 1 million needy people, especially children, with free vision care by 2003	Paging Pearle Vision
Columbia/HCA Healthcare	Immunize 1 million children by the year 2000	Top that, Humana
Junior Achievement	Enlist an additional 2 million students in entrepreneurship skills program	Communities must commit space
Greek Orthodox Church	Assist one needy child per every 10 families in the 550 Greek Orthodox churches	Baptists, Catholics, etc.—match that ratio, please

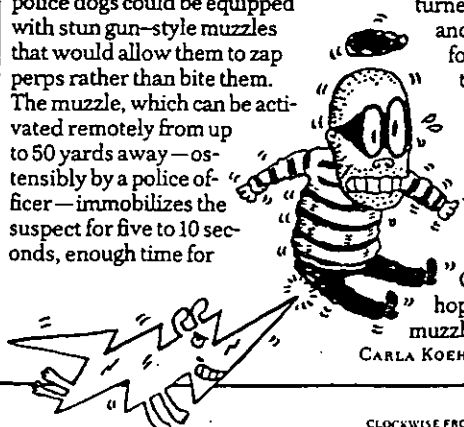
LAW ENFORCEMENT

## The New Buzz on Grime

**T**HE ONLY THING WORSE than a German shepherd lunging at your leg: an *armed* German shepherd lunging at your leg. In just six months, police dogs could be equipped with stun gun-style muzzles that would allow them to zap perps rather than bite them. The muzzle, which can be activated remotely from up to 50 yards away—ostensibly by a police officer—immobilizes the suspect for five to 10 seconds, enough time for

cops to catch up and cuff him. "It sort of looks like a Darth Vader mask with blue sparks coming off the front," says William Berke, tax consultant turned Taser maker. He and his co-inventor, a former police-dog trainer, hatched the idea to help solve the liability problems associated with sicking dogs on litigious suspects. The Orange County, Calif., pair hope to sell their first muzzles in June.

CARLA KOEHL and LUCY HOWARD



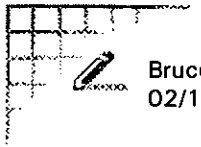
Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP  
cc: Cathy R. Mays/OPD/EOP  
Subject: Voluntarism summit: Federal interagency meeting

As I set up the Federal agency group on the summit, I want to make sure we are on the same wave length on the purpose/process. So here are some questions:

1. I assume you want Cabinet secretaries to designate a person for the first meeting, rather than hold the first meeting with the secretaries themselves. Is that right? And I assume the kick-off is a memo from you to Cabinet secretaries asking them to let me know whom they designate. I will send you a draft for your review if this is right.
2. Do you want to attend the first meeting? I assume you wouldn't attend any meetings beyond the first one.
3. I assume the basic purpose of the group is to figure out what agency commitments are. A baseline question is whether we coordinate our commitment in some way around a single theme, vs. let the agencies go off in their chosen directions. I assume the first is preferable, and the latter is easier. And that Elena and I should talk more about this.
4. Do we invite the Corporation to the meetings? I know it is our process, not theirs, but they know an awful lot that I don't yet in terms of answering all of the agencies' questions. Maybe they are invited as guests as they are needed? Particularly to the first meeting, to give an overview of the summit, and answer the agencies' thousands of questions? (As you can imagine, everyone knows someone who wants to be involved, everyone wants to attend, and there are a lot of energies to channel in that regard.) FYI, they are certainly assuming they will be at these meetings -- not that that is any reason for them to come.
5. Elena and I can probably handle this question, but you might want to be involved. I assume the White House as an organization also needs to make a commitment and be part of the Federal interagency group. The question is who from the White House manages this -- us or someone else. I have already had Shelley Walker of the volunteer office vying for this honor (although their efforts really focus on getting volunteers in here to help with the mail, which is not exactly the idea).

Finally, FYI, I am in the process of managing the related question of how to educate all the different parts of the White House about this without losing control of it. Everyone is calling to say they want to be involved or think they should play a central role. Cabinet affairs wants to help run the interagency process; the VP's office is trying to talk independently to the Corporation about how the summit dovetails with their community empowerment conference in April; public liaison has all kinds of ideas. So that is fun to manage.



Bruce N. Reed  
02/11/97 04:06:02 PM

Record Type: Record

To: Diana Fortuna/OPD/EOP

cc: Elena Kagan/OPD/EOP

Subject: Re: Voluntarism summit: Federal interagency meeting 

Yes on all counts. Thanks.

**THE WHITE HOUSE**

**WASHINGTON**

**January 23, 1997**

**NATIONAL SERVICE EVENT**

**DATE:** January 24, 1997  
**LOCATION:** East Room  
**TIME:** 2:30 p.m. to 3:45 p.m.  
**FROM:** Bruce Reed *BR*

**I. PURPOSE**

To announce the upcoming Presidents' Service Summit to be held in April and to promote the ongoing campaign to expand volunteerism across the country.

**II. BACKGROUND**

The Corporation for National Service and the Points of Light Foundation have organized the Presidents' Summit for Citizen Service to be held from April 27 to 29 in Philadelphia. You and President Bush will serve as honorary Co-Chairs and General Powell will be the General Chairman.

At this event, you will announce that more than 25 organizations have made significant commitments to this effort. LensCrafters has agreed to provide one million free eye exams for children by the year 2003. Big Brothers/Big Sisters has pledged to double their mentoring relationships matching 200,000 deserving young people with caring adults through the year 2000. Columbia HCA, a leading health care company, has committed to fully immunize one million children through their health care facilities through the year 2000.

**III. PARTICIPANTS**

The First Lady  
Vice President Gore  
Former President George Bush  
General Colin Powell  
Harris Wofford, CEO, Corporation For National Service  
Bob Goodwin, Points of Light Foundation  
Ray Chambers, Amelior Foundation

List of other attendees to be provided by Social Office.

**IV. PRESS**

Open

**V. SEQUENCE OF EVENT**

To be provided by Sarah Farnsworth.

**VI. REMARKS**

To be provided by Speechwriting.



Hammogruus - Chris

# Withdrawal/Redaction Marker

## Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
003. memo	Bruce Reed to President William J. Clinton re: Summit on Service (2 pages)	01/22/1997	P5

### COLLECTION:

Clinton Presidential Records  
Domestic Policy Council  
Elena Kagan  
OA/Box Number: 14370

### FOLDER TITLE:

Service - President's Summit [2]

2009-1006-F  
kh565

### RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

## THE CITIZENS SERVICE SUMMIT

The Announcement – On Friday, you and President Bush will announce the Summit to be held in Philadelphia on April 27-29 and some of the initial commitments. You can also announce that Colin Powell has agreed to your and President Bush's invitation to serve as a General Chairman of the Summit itself. The Summit is being jointly organized by the Corporation for National Service and the Points of Light Foundation.

The First Commitments – You will be able to announce that this process has already resulted in more than twenty significant pledges from major institutions to address major social problems. Examples include:

- Columbia/HCA has committed to fully immunize one million children through their health care facilities through the year 2000.
- Big Brothers/Big Sisters – has pledged to double their mentoring relationships, reaching 200,000 matches through the year 2000. They pledge that the "Bigs and Littles" will perform service together as an integral part of the program.
- LensCrafters will provide one million free eye exams for children by the year 2003.
- ABC, CBS and HBO have committed to providing programming and Public Service announcement to promote mentoring.

Other organizations already making commitments include the Greek Orthodox Church, IBM, the California University system, and the city of Tuscon. By the time of the summit, we will have secured many, many more.

The Summit Goals – The goal of the summit is to insure that that each disadvantaged child has: 1) an ongoing relationship with a caring adult 2) a safe place for structured activities during non-school hours; 3) a healthy start; 4) economic opportunity through education, including the ability to read 5) and opportunities to give back to others. In the weeks leading up to the summit, task forces of leaders from business, organized labor, the media, religion, education and philanthropy will work to set specific numerical targets.

The Summit Event – First, the President and First Lady, former President Bush and Ford and the participating First Ladies will join together at Independence Hall in Philadelphia in a historic call to service. Second, local, state and national leaders from all sectors will announce organizational commitments to action. Third, representatives from 100 communities from 50 states will work together to organize local efforts to reach the goals.

The Summit Funders – The Summit is being funded by Kellogg Foundation, Pew Charitable Trusts, Robert Wood Johnson Foundation, the David and Lucile Packard Foundation and the Kauffman Foundation.

Post-Summit – A 501c3 partnership will be created to promote service and volunteering to meet these goals. General Powell will be its Chairman of the Board and an experienced CEO will run the operation. This partnership will work to secure funding from major foundations and then distribute smaller grants to local organizations that address these major challenges.

January 22, 1997

**MEMORANDUM TO THE PRESIDENT**

From: Harris Wofford *Harris*  
Subject: Progress report on the Summit

CORPORATION  
FOR NATIONAL  
SERVICE

Erskine asked me to give you an update on the plans for the Summit in Philadelphia, April 27-29, and information on the scope of our hopes for the aftermath to the Summit. And I want to stress as strongly as I can the need to go ahead with the announcement Friday.

The Summit ties together several of the key themes of your presidency. You have called for citizens to come together to address the challenges of their communities. The Summit is designed to dramatically increase public awareness about the role of service and volunteering to solve problems, to de-politicize the issue of national service, and to stimulate specific commitments for problem solving. In convening the Summit with President Bush you are showing your commitment to bipartisanship and your ability to catalyze action without creating a big new federal spending program.

When we talked about the Summit on the trip to your Commencement talk at Penn State, I told you why the Summit was a central part of the strategy to establish National Service as a widely-supported, non-partisan institution in American life, and to have the Corporation for National Service act as a catalyst for a large national coalition "to crack the atom of civic power".

In my November 14<sup>th</sup> memorandum, I wrote:

A major, historic opportunity to make service non-partisan will be the Citizen Service Summit, now scheduled for April 27-29 in Philadelphia. President Bush has committed to joining you in the call for service, and we are working on getting Nancy Reagan and Presidents Carter and Ford. We have reason to hope that Colin Powell will agree to some high profile role at the summit. Organizations and institutions invited to the Summit will be asked to come with tangible commitments to new action that will help create the conditions for the success of American youth.

\*\*\*

1201 New York Avenue, NW  
Washington, DC 20525  
Telephone 202-606-5000

Getting Things Done.  
AmeriCorps, National Service  
Learn and Serve America  
National Senior Service Corps

Together, these proposals provide a grand theme for your presidency -  
- a government helping citizens to solve problems through service,  
and in the process, expanding educational opportunity. By  
emphasizing local, volunteer-oriented solutions, you recognize that  
while the era of big government is over -- the era of big citizens --  
and big citizen action -- had better begin. It would demonstrate that  
you have far-reaching, far-sighted and effective ideas for addressing  
the problems facing American families.

By reaching out to Republicans, you will be showing yourself to be  
above partisan politics, using common sense to find the common  
good.

We had wanted to launch this before the campaign season began, but when that proved  
impossible, I sent you the attached Nov. 5<sup>th</sup> memorandum, and I then met with Bruce Reed  
and Gene Sperling. When the cabinet selection process was completed, I asked Erskine to  
arrange a meeting with you as soon as possible.

The hoped-for "high profile" role for General Powell (which was in our original plans of  
1995 when we stated our hope he would be chair of the Summit) was not mentioned in my  
November 5<sup>th</sup> memorandum because at that time he had turned us down. Since then, Ray  
Chambers became the chair of our joint Points of Light Foundation--Corporation for  
National Service Steering Committee, and set out to persuade Powell to be General  
Chairman of the Summit and of whatever continuing partnership emerged. Recently, he  
succeeded in getting Powell, who now says the Summit and aftermath efforts will get a lot  
of his time and attention.

Since then as well, President Ford has agreed to come for the morning of April 28<sup>th</sup> but  
must leave later for Atlanta for some international event being convened by President  
Carter -- who says he cannot come to Philadelphia because of that prior commitment.  
Rosalynd Carter may be able to come and some electronic connection to President Carter is  
expected. Nancy Reagan has said she will come while Lady Bird Johnson has declined  
because of her eye sight and health problems, but may arrange a video.

Since then, too, the Summit has been presented to the Republican Governors Conference  
by Governors Weld and Engler. Governor Dean of the Democratic Governors  
Association is actively working with us. So is Dick Celeste and Richard Gordon, the  
former policy advisor to Governor Bayh. All Governors are being invited and we expect a  
number to attend. Governor Engler expects to announce the Summit, to be seconded by  
Governor Carper, at the closing plenary of the NGA winter meeting February 4<sup>th</sup>.

The Mayor of each of the 100 communities will be invited as part of their community  
delegations, and a number are expected to attend. Mayor Rendell is enthusiastically  
organizing plans to make Philadelphia a "five-star host city" -- with notable commitments

for each of the five goals. Mayor Menino and I talked of the Summit to the U.S. Conference of Mayors session last Saturday, and Mayor Victor Ashe, our newest Corporation board member, is representing us actively, as is our staff colleague, Jim Scheibel, former Mayor of St. Paul.

Erskine wants me to indicate, as far as I can, the process likely to go on, in the coming years. My memorandum outlined what we have proposed:

The 1,500 participants are being invited to Philadelphia to launch a strategy for citizen service and community leadership to "turn the tide" by the turn of the century on many of the challenges facing so many young people today. Organizations and institutions invited to the Summit will be asked to come with a tangible commitment to new action that will help create the conditions for the success of American youth.

....Following the Summit, community teams and local summits will further develop and refine measurable targets. The Summit should be seen as the beginning of an on-going process through the year 2000. It will provide an organizing model for many others who find this model an impetus to new action. We would hope to track some of the progress being made in communities over the next few years and reconvene a Summit in the year 2000 to see if together we are actually solving some of the problems confronting children and youth and celebrate what is being achieved.

The specific targets (in that memorandum) for additional mentors, tutors, and other volunteers engaged in work with the young, and additional youth engaged in service, are not now proposed for the announcement Friday. But such targets are very much a part of the plan for the Summit and the aftermath.

We've been actively involved in assembling the initial commitments -- some of the most notable of which I attach. Major foundations -- led by Pew, Kellogg and the Robert Wood Johnson Foundation, each of which has invested more than \$400,000 each -- are considering much larger investments in funding local and national programs to achieve the five goals. Ray Chambers has had talks that make him believe a post-summit fund for service of \$100 million is in sight.

That is the kind of quantum leap in non-governmental support we have been dreaming of. I add that all of this has been put together before General Powell recently agreed to be Chairman. Corporation for National Service and Points of Light staff and I, and more recently Ray Chambers and his personal network, have made this possible.

Ray reports that the major foundations interested suggest a 501 (c) (3) corporation to be the funding mechanism, to receive some of the funds and allocate them to programs working on the goals. Note that many of the programs utilize AmeriCorps members and

could be aided in meeting our requirements for private sector match. Indeed, one of the latest commitments -- from IBM -- for a Technology Corps proposes to pay half of the costs of utilizing 40 AmeriCorps\*VISTA members. Another example: at the national board of the Bog Brothers/Big Sisters, after my presentation, a resolution was adapted (enthusiastically seconded by Senator Dan Coates) to make as their commitment for the Summit: the doubling of Bog Brothers/Big Sisters from 100,000 to 200,000, by the year 2,000, and the requirement that all 200,000 matches jointly do a sustained project of community service. This idea grew out of their AmeriCorps and Corporation Learn and Serve America grants.

Also, the commitments strategy, before and after the Summit, will give powerful new momentum for securing the 100,000 Work Study commitments for the Reading Initiative - and the goal of half of the nearly one-million work-study jobs going into community service.

So you see why your continued support of this is essential to the cause, and to my own continued leadership of the Corporation for National Service.

More importantly, this is an unprecedented opportunity for your continued leadership of citizen service. It is the occasion when you can reach beyond AmeriCorps to embrace and salute and support the far larger family of service in the country.

I need your confidence and support.

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

FOR RELEASE  
January 24, 1997

CONTACT: Jim Issokson  
1-800-639-1288 or 202-371-8122

## CLINTON, BUSH ANNOUNCE PRESIDENTS' SUMMIT ON SERVICE

WASHINGTON, D.C. – President Bill Clinton and former President George Bush, joined by Vice President Al Gore, today announced “The Presidents’ Summit for America’s Future,” aimed at bringing America to a new level of commitment to volunteer service, especially targeting the nation’s young people.

President Clinton and the former Presidents will serve as honorary Co-Chairs of the Summit, which will be held April 27-29 in Philadelphia. Presidents Clinton, Bush and Ford will attend. President Carter and Lady Bird Johnson, while unable to attend, have pledged their support. President Reagan will be represented by Nancy Reagan.

Gen. Colin Powell will serve as General Chairman. Henry Cisneros, former Secretary of Housing and Urban Development, will serve as Vice Chairman.

In announcing the Summit, President Clinton said, “Much of the work of America cannot be done by government, much other work cannot be done by government alone. The solution must be the American people through voluntary service to others.”

In today’s East Room announcement, former President Bush said, “The Philadelphia summit is about getting more people off the sidelines. It is about citizens pulling together, leading by example, and lifting lives.”

Some 50 commitments for specific future actions have already been received from voluntary, religious, and educational organizations, business, media, and local and state governments.

The Presidents’ Summit for America’s Future was conceived by the late Gov. George Romney of Michigan and initiated as a joint effort by two of America’s leading organizations dedicated to service: The Points of Light Foundation and The Corporation for National Service.



General Powell said of the Summit: "I can't think of a better task for my generation. We received so much from our own parents. It is only appropriate that we give back in kind. Our young people are facing unprecedented challenges. They deserve the same kind of support from their country as we received, but it will take extra effort from all of us to make this possible. With the help of millions of Americans, we can, as a nation, turn the tide for America's youth."

Summit partners point to growing evidence that young people today face serious threats to their futures – and even their lives; thus, the urgency leading to the April Summit. Studies show, for instance, that:

- A child is abused every 13 seconds in America, with almost 3 million reports of such abuse filed each year.
- 1 in 9 African-Americans between the age of 12-15 are victims of violent crime.
- The number of children under age six living in poverty has increased 50% since 1979.
- Cigarette and marijuana use is increasing again among high school students.
- Suicide rates for children between 5-14 doubled between 1970-1988.

The Summit is organized on the proposition that America's young people must have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives:

- An ongoing relationship with a caring adult or mentor;
- Safe places to learn and grow;
- A healthy start;
- A marketable skill through effective education;
- An opportunity to give back through community service.

The Summit itself will have three focal points. First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action – mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action.

In the weeks leading up to the Summit, a national partnership engaging dozens of leaders and organizations from all sectors will develop targets for specific increases in volunteer service and put in place the framework for an extensive follow-up campaign.

Some of the substantial commitments that already have been made include the following:

- Columbia/HCA Healthcare Corporation has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from more than 600 hospitals, surgery centers and home care locations.
- LensCrafters will provide one million needy people, especially children, with vision care by the year 2003.
- The 400 local Volunteer Centers affiliated with The Points of Light Foundation will connect one million young people with caring adults or with the opportunity to serve.
- Communities in Schools will expand its programs so that an additional 750,000 young people in need will be better able to successfully learn, stay in school and prepare for life.
- The Greek Orthodox Church in America has committed to assist one needy child per every ten families in the more than 550 Greek Orthodox churches nationwide.
- Big Brothers/Big Sisters has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship.
- Shell Oil has made a corporate wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support.

Funding for the Summit is being provided by the W.K. Kellogg Foundation, the Pew Charitable Trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

####

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## KEY QUESTIONS AND ANSWERS

### **When and where will The Presidents' Summit for America's Future be held?**

The Summit will take place in Philadelphia, from Sunday, April 27, through Tuesday, April 29. The opening and closing ceremonies will be held at Independence Hall with most of the working sessions to be conducted at Philadelphia's Convention Center.

### **What are the goals of the Summit?**

The Summit's goal is to mobilize millions of citizens and thousands of organizations from all sectors in order to ensure that all of our youth have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives:

- An ongoing relationship with a caring adult or mentor;
- Safe places to learn and grow;
- A healthy start;
- A marketable skill through effective education;
- An opportunity to give back through community service.

Through specific, measurable commitments toward these goals from individual organizations from every sector in America, and through community initiatives, the aim is to turn the tide for America's youth.

The Summit's goal is to make effective citizen service an integral part of the American way of life.

### **Who is involved in the Summit?**

President Clinton and the former Presidents will serve as honorary co-chairmen of the Summit. General Colin Powell will serve as General Chairman of the Summit. Former Secretary of Housing and Urban Development Henry Cisneros will serve as Vice Chairman. The Summit is being organized at the initiative of the Corporation for National Service and the Points of Light Foundation. Former Senator Harris Wofford heads the former, and Robert Goodwin, who headed President Bush's initiative to aid Black Colleges, directs the latter. Stuart Shapiro, M.D., the former Health Commissioner of Philadelphia, is the Chief Executive Officer of the Summit organizing team. Many national non-profit organizations are already collaborating as partners in the Summit.

## **What is happening at the Summit?**

First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action – mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action. The delegations will return home and plan their own local Summits that will stimulate further steps to meet the major goals.

## **How is the Summit being funded?**

Funding for the Summit is being provided by the W.K. Kellogg Foundation, the Pew Charitable Trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

## **What are Summit commitments?**

Organizations and institutions from the private, nonprofit and public sectors commit to achieving specific goals and taking specific steps to meet those goals. For instance, in some cases, they might pledge increased resources or more volunteers. Some of the first commitments being announced today include:

- Columbia/HCA Healthcare Corporation has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from more than 600 hospitals, surgery centers and home care locations.
- LensCrafters will provide one million needy people, especially children, with vision care by the year 2003.
- The 400 local Volunteer Centers affiliated with The Points of Light Foundation will connect one million young people with caring adults or with the opportunity to serve.
- Communities in Schools will expand its programs so that an additional 750,000 young people in need will be better able to successfully learn, stay in school and prepare for life.
- The Greek Orthodox Church in America has committed to assist one needy child per every ten families in the more than 550 Greek Orthodox churches nationwide.
- Big Brothers/Big Sisters has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship.
- Shell Oil has made a corporate wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy, and promotional support. Before, during and after the Summit, this list will continue to expand.

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## SUMMIT COMMITMENTS

January 24, 1997

Every child in America should have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives: an ongoing relationship with a caring adult or mentor; safe places to learn and grow; a healthy start; a marketable skill through effective education; and an opportunity to give back through community service.

Commitments are being made to provide these fundamental resources to our nation's youth in each of the above categories. Some of these are:

### I. An ongoing relationship with a caring adult or mentor.

#### Big Brothers/Big Sisters

Has committed to doubling their mentoring relationships, reaching 200,000 matches through the year 2000. Service will become an integral part of the mentoring relationship and a key activity for current and future "Bigs and Littles."

#### One to One/National Mentoring Partnership, Inc.

Will help the nation forge 2,000,000 new mentoring relationships over the next five years and will support national and local leaders who have already made mentoring a priority and mobilize others to do the same. It plans to educate Americans and their organizations about responsible mentoring and what they can do to make it available to every child in this country. It will serve as a resource to mentoring initiatives nationwide, and will teach children how to find caring and trustworthy adults to mentor them and adults how to connect with opportunities to mentor children; e.g. Twin cities - 100,000 mentoring relationships, Greater Kansas City YouthFriends - 1,000 caring adult relationships.

#### NFL Players Association

Is launching a pro-athlete mentoring program for Native American teens in partnership with the Johns Hopkins Center for Indian Health. Over the next 3 years, it will recruit retired and active NFL players to serve as mentors for Indian youth, launch a reservation-based peer leadership and healthy lifestyles curriculum, as well as in-school motivational sessions with NFL players, and an annual summer camp.

### **Three Television Networks**

Have committed to the goals of the summit. ABC's campaign, *Children First*, is a multi-million dollar investment in programming and PSA's that will help recruit thousands of churches and synagogues as sponsors of mentoring projects for young people. HBO and CBS will provide programming and broadcast PSA's to promote the growth of the mentoring movement. The Harvard School of Public Health is spearheading these commitments, and is also committed to mobilizing the Hollywood creative community.

### **Tucson, Arizona**

Will connect every youth in need to an adult who can serve as a positive role model, giving youth hope, pushing them to be independent, and expecting them to succeed. Led by the Volunteer Center of Tucson, partners include city, county, police department, higher education, businesses, non-profits, and neighborhood associations. The goal is to serve 2,000 additional youth by the year 2000 and to engage 3,000 adults in mentoring programs.

### **Jewish Social Justice Center**

Will mobilize 100,000 volunteer tutors and aids in eight target cities.

### **National Council of Volunteer Centers**

Committed Volunteer Centers that are members of The Points of Light Foundation will develop 400 new collaborations on new or expanded youth initiatives connecting one million young people with caring adults and/or with the opportunity to serve.

### **National Association for Equal Opportunity in Higher Education**

Fully supporting the Summit goals, N.A.F.E.O. is pledging that 50% of the student enrollment (approximately 140,000 students) of the 117 historically and predominantly Black Colleges and Universities across the country will engage in Volunteer Community Service Projects in local communities with an emphasis on tutoring and mentoring.

### **8<sup>th</sup> Grade Class of Julian D. Coleman Academy of International Studies, Indianapolis, Indiana**

Have committed to tutoring younger students in the John Hope Elementary School in academic subjects in order to prepare them for a successful transition into middle school. Tutoring will occur twice monthly, focusing on mathematics, language and arts.

### Texas State Comptrollers Office/Family Pathfinders Division

Committed to matching 1,000 families on public assistance with teams of volunteers who will assist the families to become independent from welfare by the year 1999. This will be accomplished by working in partnership with Volunteer Centers, interfaith coalitions, religious judicatory organizations and civic clubs in the major metropolitan areas and with individual congregations and clubs in the small towns and rural areas.

### The Pillsbury Company

Is launching "Caring Adults and Kids," a comprehensive commitment to help economically disadvantaged young people build and sustain relationships with caring adults. It plans to direct \$1.75 million in grants to mentoring organizations in 1997 alone.

## II. Safe places to learn and grow.

### The YMCA of the USA

Will focus on providing a safe place for children and youth to gather in the over 2,000 YMCA's in the US, but also will provide additional caring and supportive adults. Over the next three years, we will increase the number of YMCA volunteers to 572,000. This will mean recruiting 190,500 additional volunteers to help teach the values of *Caring, Honesty, Respect, and Responsibility* as mentors, tutors, coaches, skill instructors, and fund raisers.

### Kimberly-Clark Corporation

Will invest \$2 million to support community playgrounds built by thousands of employees, family members, and neighborhood volunteers in 30 cities across the United States in 1997. Creating safe and imaginative places for children to play and learn will be the heart of K-C's 125<sup>th</sup> Anniversary Celebration. To facilitate this project, the company has forged an innovative alliance with KaBOOM!, a national non-profit leader in coordinating community-built playgrounds.

## III. A healthy start.

### LensCrafters

Will provide one million needy people, especially children, with free vision care by the year 2003.

### Columbia/HCA Healthcare Corporation

Has committed to immunize one million children by the year 2000. Columbia, its employees and affiliated physicians, will be able to serve the immunization needs from the more than 600 hospitals, surgery centers, and home care locations.

#### **IV. A marketable skill through effective education.**

##### **Junior Achievement**

Will lead an effort to introduce an additional 2 million young people to economic opportunity through education, including the connection for many of them with summer jobs and internships by the year 2000.

##### **AT&T**

Has committed \$150 million to connect the country's 110,000 public and private elementary and secondary schools on the Information Superhighway by the year 2000. This commitment represents AT&T's single largest commitment to education and will make available some of its newest services and extensive education support to every school in the United States.

#### **V. An opportunity to give back through community service.**

##### **United States Army**

The Army commits to taking the lead in encouraging a joint effort among the military services to expand opportunities for active duty, reserve and retired military personnel to volunteer their time as mentors and tutors in schools in their local communities.

##### **Major United Way Agencies**

Nineteen of the nation's largest nonprofit agencies who are all key participants in the United Way system, are Summit partners, along with United Way of America. A collaboration among United Ways, local designees of the Points of Light Foundation and the Corporation for National Service will be responsible for assembling local delegations. Among the organizations that will contribute to the selection process will be members of Leadership 18 including: Girl Scouts of USA, American Red Cross, Big Brothers and Big Sisters of America, Boy Scouts of America, Campfire Boys and Girls, Boys and Girls Clubs of America, Catholic Charities USA, Child Welfare League of America, Council of Jewish Federations, Family Service America, Girls Incorporated, Goodwill Industries, International, National Mental Health Association, National Urban League, Salvation Army, YMCA of the USA, YWCA of the USA, United Neighborhood Centers of America, and the Visiting Nurses Association.

##### **Steering Committee of College Presidents**

Through the leadership of the President of San Francisco State University, 21 university presidents have committed 50% or more of their increase in work-study funds to community service initiatives and other university resources to support the America Reads Challenge. Members of the steering committee have also committed to each recruit five other university presidents.



VI. Many organizations and corporations have committed to focus on all five goals or fundamental resources. Far reaching commitments include:

#### The IBM Company

Partnering with United Way of America and AmeriCorps\*VISTA, IBM will launch a Technology Corps in at least ten US cities to help not-for-profit organizations use up-to-date technology and provide higher quality services to people in need. AmeriCorps\*VISTA members will provide free technology planning, staff training, and donations of equipment and software serving 2,000 not-for-profit organizations. By the year 2,000, agencies served will include day care centers, community centers, and senior citizen centers.

#### Shell Oil Company

Committed to a national leadership role in Connect America, a national coalition of some 30 major organizations that share a commitment to citizen service as a way to bring Americans together across their differences. Shell has made a corporate-wide commitment to support all five goals of the Summit at every level of the company through expanded employee volunteering, targeted corporate philanthropy and promotional support.

#### DePauw University, The George Washington University, University of Denver, Morehouse College, University of Notre Dame

Pledge to coordinate and host 30 local Summits by September, 1998, as members of the University Summit Advisory Board. Will host a local Summit on their campus and recruit five other universities to host Summits on their campuses.

#### Greek Orthodox Church in America

Will commit to assisting one needy child per every ten families in the more than 550 Greek Orthodox communities nationwide. It will help these needy children in each of our communities gain access to a healthy start in life; caring adult relationships; safe places to gather, learn and grow; education that provides marketable skills; and opportunities to give back to the community.

#### Communities in Schools

The largest stay-in-school network is committed to expanding its coordination of community resources and partnerships with the public so that an additional 750,000 young people in need will have access to all five goals enabling them to successfully learn, stay in school, and prepare for life.

## AmeriCorps Alums

Will encourage all association members to commit at least 10 hours per month to ongoing service leadership. Local alumni leaders across the country will coordinate with local service providers to provide volunteer people power. The service leadership opportunities will focus on the five summit goals, with preference given to programs supporting ongoing relationships with young people.

Additional commitments have been made by the following organizations:

The General Federation of Women's Clubs  
American Booksellers Association  
Minneapolis Star Tribune  
National Urban Fellows  
Boys and Girls Clubs of America  
The National Exchange Club  
Women in Community Service  
The Youth Volunteer Corps of America  
Prudential  
University of Notre Dame  
Veterans of Foreign Wars  
Maryland Youth Service Action Committee  
The Bonner Foundation  
Volunteers of America  
Girls, Inc  
Campus Outreach Opportunity League (COOL)  
Grantmaker Forum on Community and National Service  
The City of Philadelphia  
Youth Service America  
Girl Scouts of the U.S.A.  
Boy Scouts of America

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## Five Fundamental Resources for Children and Youth

### An Ongoing Relationship with a Caring Adult

It is more important than ever for young people to have the sustaining presence of caring adults in their lives. While there are currently hundreds of thousands of mentoring and tutoring relationships, it is estimated that more than 10 million young people would benefit from the intervention of a caring adult. Our goal is to create the additional tutoring and mentoring relationships necessary for a positive impact on the lives of these young people.

### Safe Places to Learn and Grow

Young people cannot flourish, develop and properly mature into productive citizens in a climate of fear and chaos. Our goal is to increase safe places and structured activities during non-school hours so that young people can study, play and receive the necessary guidance to reach their full potential in life.

### Marketable Skills through Effective Education

Many young people attend school with little or no concept of how their studies will prepare them for a job or economic opportunity. Our goal is to forge new partnerships among businesses, schools and citizen volunteers to provide more young people with mentors, summer jobs, internships, and the essential skills of reading and mathematics.

### A Healthy Start

Adequate health care and healthy behaviors are essential to every child's development and well-being. Our goal is to find new ways, in cooperation with government, health care providers and business, to assure that this is achieved.

### An Opportunity to Give Back

Often young people are not encouraged, or given the opportunity, to help others. Our goal is to provide young people with the opportunity to serve, so that they become part of the solution and experience first-hand the benefit of being active citizens.



# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## **The Points of Light Foundation**

Founded in May 1990, The Points of Light Foundation's mission is to engage more people more effectively in volunteer service to help solve serious social problems. The Foundation seeks to help Americans connect with one another through service as a new way to combat the sense of disconnection that is fragmenting our communities. The Foundation is working with 30 other national organizations through Connect America to get 10 million Americans to "commit to connect" through service in the next five years.

The Foundation is the national champion and resource organization for its 400+ member Volunteer Centers and for businesses committed to engaging their workers in volunteer service. It manages Make A Difference Day, National Volunteer Week, the President's Service Awards, the Awards for Excellence for business and the National Community Service Conference. Its Youth Ambassadors mobilize other young people to become community problem solvers. The Points of Light Institute offers products, membership services and training for thousands of local volunteer leaders worldwide.

## **Corporation for National Service**

National service is a movement that provides opportunities for Americans of all ages and backgrounds to help solve community problems through service. Created in 1993 by Congress, the President, and community groups nationwide, the Corporation for National Service is a public-private partnership that oversees three national service initiatives:

AmeriCorps engages 25,000 citizens in a year of full-time, results-driven service sponsored by local and national nonprofits, AmeriCorps\*VISTA, and AmeriCorps\* NCCC. In return, AmeriCorps members earn education awards to help pay for college or pay back student loans. AmeriCorps members help communities meet critical challenges in the areas of education, public safety, human needs, and the environment.

National Senior Service Corps engages a half million Americans age 55 and older in results-driven service as Foster Grandparents, Senior Companions, and RSVP volunteers. The Senior Corps taps the vast wealth of experience, skills, and talents of older citizens to meet community challenges.

Learn & Serve America engages over one million students from kindergarten through college in community projects that integrate service and learning. Learn & Serve America builds on the grassroots service-learning movement by promoting service as a learning opportunity and providing models and resources to schools, universities, and community groups. Students use academic skills to solve real-world problems, and learn the value of service, citizenship, and responsibility.

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## ORGANIZERS' MISSION STATEMENT

On Monday morning, April 28, the President of the United States and former Presidents will stand together on the steps of Independence Hall in Philadelphia. Together, as Honorary Co-Chairs of The Presidents' Summit for America's Future, they will issue a call to action through service.

General Colin Powell, the former Chairman of the Joint Chiefs of Staff, will serve as General Chairman of the Summit and the campaign that will follow. Henry Cisneros, former Secretary of Housing and Urban Development, will serve as Vice Chairman.

The promise of America rests in the commitment, creativity and energy of its people to respond to our shared problems and to envision a shared future. Every day, Americans are doing that work – helping one another, addressing serious social problems, building stronger communities. Somewhere in America, in some way, solutions are being found to the problems we face.

But, unfortunately, our problems are vast and complex. There is a growing sense of disconnection. Too many of our people have been left out of the mainstream, and too many of our communities are fragmented along racial, ethnic, religious or economic lines. We find ourselves feeling that what divides us from one another is more powerful than the glue that holds us together in communities and as a nation.

The impact of this is greatest on America's young people. In small towns as well as big cities, far too many young people are growing up without the kind of adult role models and relationships needed for success. Far too many do not have adequate safe places to learn and grow, are not getting a healthy start, or the kind of education that creates real opportunities. And too many are unaware that giving through community service can make a difference in the lives of others and can be an enriching experience.



That is why priority must be given to expanded and more effective citizen service and new commitments from our nation's most important institutions. We must ensure that all of our youth have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives:

- an ongoing relationship with a caring adult or mentor;
- safe places to learn and grow;
- a healthy start;
- a marketable skill through effective education;
- an opportunity to give back through community service.

Certainly, all Americans can agree that we are all capable of doing more to achieve these goals.

The Presidents' Summit for America's Future will be both a celebration of our nation's heritage of volunteer citizen service and a call to action. It will be a call to commitment – for Americans to pledge to serve; for each of us to put our individual gifts to work for the common good; for us to renew the sense of civic responsibility that has served us well throughout our history as a nation.

The Summit will be the beginning of a new effort. In the weeks ahead, a national partnership will engage leaders from business, labor, the media, religious and educational institutions, and the voluntary sector. They will develop specific numerical targets in making available the five fundamental resources for our children against which we can measure our progress, through the year 2000. The partnership will also develop appropriate mechanisms so the momentum generated by the Summit will be sustained.

The Summit itself will have three focal points. First, the Presidents and First Ladies will join in the historic call to commitment and to action. Second, local and national leaders from all sectors will announce their organizational commitments to action – mobilizing their people and their abilities for an unprecedented effort to turn the tide for America's youth by the turn of the century. Third, delegations from approximately 100 communities and all 50 states will work together to turn the message of the Summit into concrete plans for action.

The Points of Light Foundation and the Corporation for National Service have taken the lead in building a working partnership with many of the nation's leading nonprofit organizations and businesses. Funding is being provided by the W.K. Kellogg Foundation, the Pew Charitable Trusts, the David and Lucile Packard Foundation, the Robert Wood Johnson Foundation, and the Ewing Marion Kauffman Foundation.

The spirit of the Summit transcends the individual concerns of its sponsoring organizations. Americans need not be separated by their differences. Through service, we can build strong connections with one another. And together, we can fulfill the American promise for all of our people.

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## SUMMIT SPONSORS

### **The Robert Wood Johnson Foundation**

The Robert Wood Johnson Foundation, based in Princeton, NJ, is the nation's largest philanthropy devoted exclusively to health and health care. It became a national institution in 1972 and concentrates its grantmaking in four areas: assuring access to basic health services; improving the way services are organized and provided for people with chronic health conditions; reducing the harm caused by substance abuse; and helping the nation address the problem of rising health care costs.

The Foundation was created by the late Robert Wood Johnson, who built the family firm, Johnson & Johnson, into a worldwide health and medical care products company.

### **The Ewing Marion Kauffman Foundation**

The Ewing Marion Kauffman Foundation is a private grantmaking foundation established by Ewing Marion Kauffman, the founder of pharmaceutical manufacturer Marion Laboratories and the original owner of the Kansas City Royals Baseball team.

The foundation is committed to serving organizations and individuals dedicated to the vision of self-sufficient people in healthy communities. The Foundation supports partnerships with selected not-for-profit organizations whose vision, mission and strategic initiatives are consistent with the Foundation's purpose.

### **The W.K. Kellogg Foundation**

The W.K. Kellogg Foundation was established in 1930 to "help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations."

The foundation's programming activities center around the common vision of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, an healthy communities.

To achieve the greatest impact, the Foundation targets its grants towards specific focal points or areas. These include: health; food systems and rural development; youth and education, and higher education; and philanthropy and volunteerism. When woven throughout these areas, funding also is provided for leadership; information systems/technology; efforts to capitalize on diversity; and family, neighborhood, and community development programming.



### **David and Lucile Packard Foundation**

The David and Lucile Packard Foundation in California was established by its founders as a reflection of their deep interest in philanthropy. Today the Foundation maintains a strong focus on improving the local quality of life for children, youth and families through support for nonprofit and public agencies' endeavors. The Foundation also supports math and science education, conservation, reproductive health, child health and related policy issues locally and nationally.

### **The Pew Charitable Trusts**

The Pew Charitable Trusts, a national philanthropy with a special commitment to Philadelphia, support nonprofit activities in the areas of culture, education, the environment, health and human services, public policy and religion. Through their grant making, the Trusts seek to encourage individual development and personal achievement, cross-disciplinary problem solving and innovative, practical approaches to meeting the changing needs of a global community.

## Why Service Matters

There are problems government can't solve, so it's up to the rest of us—before it's too late. BY COLIN POWELL

**N**OT LONG AGO, I VISITED a Boys and Girls Club in a poor area in Florida. I was talking to a group of kids sitting on the floor around me about my own childhood. My family wasn't rich; in fact, we lived in a tenement in the Bronx. But, I told the group, my parents had created an enveloping family environment that gave sustenance, structure and discipline to our lives. We were taught to believe in ourselves. As I spoke, a 9-year-old boy raised his hand. "General," he asked, "do you think if you didn't have two parents you would have made it?"

That kid cut me right to the quick. He was saying, "This isn't my world you're talking about. Can I still make it?" My answer was: "Yes, you can." That boy may not have had what I had growing up, but, I said, "there are people here who care for you, who will mentor you, who will watch over you and teach you right from wrong."

As I began traveling around the country in retirement, my own interests turned inward,



Call to arms: 'I have seen divides that are deeply troubling'

from national security and cold war to what is going on here at home. I have seen social, cultural and racial divides that are deeply troubling. These are problems government can't solve, so it's up to us to get on with it. Last Friday we started: I had the unusual privilege of standing in the White House beside two of the presidents I had served—Bill Clinton and George Bush. One

had defeated the other at the polls, but old rivalries are giving way to a common purpose. We were together to announce the Presidents' Summit for America's Future, which will be held in Philadelphia on April 27–29. Presidents Gerald Ford and Jimmy Carter and First Ladies Hillary Clinton, Lady Bird Johnson and Nancy Reagan will be present to welcome the delegations

from every state and hundreds of volunteer groups. The goal is not just to celebrate "service" but to encourage corporations and nonprofits to further mentoring, skill training, child health care, service to community and safe places for children.

It won't be easy. In my travels, I have met many youngsters. Too many of them are in despair. I saw for myself during 35 years in the military what happens when you take young people, provide a nurturing, structured environment and give them leaders to look up to. I've since wondered what would happen if only we could make that model available to every kid.

I find that so many people are anxious to do more, if only we can help them channel their time, energy and treasure. There's no reason every company in the country can't take one kid, 10 kids or 100 kids and teach them about the workplace. There's also a place for local government. Look at California, where Gov. Pete Wilson has created a program to recruit 250,000 mentors for at-risk youngsters by 2000. Each of us who has been blessed must reach down or reach back and lift up somebody in need.

POWELL, the former chairman of the Joint Chiefs, is general chairman of the Presidents' Summit for America's Future.

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## COMMUNITY "TEAMS" PARTICIPATING IN THE SUMMIT

The partnership that will emerge from the Summit needs to be with *every* community in America. To start this process, "teams" of ten to twelve citizens from each of approximately 100 communities from all 50 states are being invited to participate in the Philadelphia event.

The local teams will share "best practices" and begin to develop concrete action plans to achieve broader citizen engagement and additional local commitments to turn the tide for America's youth. As part of their work, these local teams will take the first steps in planning their own local and regional Summits to be held soon after they return home. It is anticipated that the Summit will also result in suggestions on ways that communities can better communicate with each other allowing "communities of interests and action" focused on the Summit goals to grow and deepen locally throughout the country.

Communities invited to attend the Summit will include the 50 largest cities; the largest city in those states that do not contain one of those fifty; plus a group of smaller or rural communities recommended by the Summit funders. A limited number of additional communities that have exemplary programs or special circumstances may be added.

Local designees of the Points of Light Foundation and the Corporation for National Service, in partnership with local United Ways, will be responsible for assembling a delegation with the characteristics described in the attached paper. In this process, they will consult widely with others throughout their community.

Because of space constraints in Philadelphia, a limited number of individuals will be able to attend the Summit from any one community. However, all of those who are part of the convening process in the local community should be included in the efforts that grow out of the Summit.

### Acting More Strategically

The challenge to every local community is to map out and act upon the distinctive combinations of local assets that will help it achieve the goals that it seeks. Therefore, our hope is that the team will consist of individuals who, *working together*, can significantly advance citizen action or are already doing so because they combine the neighborhood or grass-roots people, institutional power and the administrative authority of the community.



Our plan is to bring a new and increased focus to the role of citizen service, particularly as it can help ensure that all of our youth have access to five fundamental resources that can help them lead healthy, fulfilling and productive lives: an ongoing relationship with a caring adult, safe places to learn and grow, a healthy start, a marketable skill through effective education, and an opportunity to give back through community service.

The Summit will affirm the work already being done by individuals and organizations and help stimulate new efforts for others. Within some community teams, the Summit will enhance what individuals are already thinking and what they are already doing. For others, it will be the jump-start they need. For all participants, it will be a way of building on the current wave of community and neighborhood-based innovation in America. The Summit process will assist communities and organizations in thinking and acting more strategically about achieving those goals.

But we must also look differently at one another and at our organizations. Any inventory of the true resources and the potential activities of a community will reveal surprising strengths. In the end, it may be the contribution of those who are most often overlooked that provides the difference between accomplishing any of these goals and accomplishing none.

### **Our Most Valuable Resource -- Ordinary Citizens**

Whatever the goal, whatever the strategy, communities are discovering not only that new resources must be generated and that all groups must collaborate more effectively, but that the single most important available resource – ordinary citizens with talents that can make a difference – often is not being tapped to its full potential. Indeed, study after study makes clear that the average American is prepared to do more, if only someone would ask and would engage them effectively.

Communities that commit to the campaign will benefit by learning about “best practice communities” and “best practice programs” particularly those that mobilize more citizens and engage them in efforts that have proven effective in helping young people. By joining in this concerted effort, we expect that local organizers will gain access to valuable tools for helping our young people. The Summit should provide strategic organizing tools essential for creating and sustaining action. In addition, participating communities may gain access to resources made available by national organizations, foundations, corporations and others – tangible commitments to support a vigorous process for engaging citizens.

**ATTACHMENT**  
**Characteristics and Make-Up of Community Delegations**

Community delegations should be made up of approximately 10 to 12 people who:

- Have achieved success in effective citizen service.
- Are committed to the idea that each person regardless of status in community, age, gender, race, religious or institutional affiliation or background has a place at the table and something to contribute to the community.
- Are experienced in creating opportunities for others to contribute to solutions, not just do it themselves.
- Know their community and the key players.
- Are able to leave their institutional “hats” at the door.
- Are not harnessed by the “business as usual” way of operating.
- Have a record of “getting things done.”
- Above all, are trusted by others in their community.

In addition, community delegations should be selected with the following things in mind:

- The team should look like the community it represents, recognizing the diversity in the age, race, economic backgrounds and physical ability of its members. It should also include people under age 25.
- The mayor must be invited to serve on the team or to designate a special representative.
- At least two of the individuals should be doing work in the community that addresses the overarching goal of achieving better conditions for children and youth and creating opportunities for other citizens to be involved in this work.

- The balance of the team should represent interests that can increase the volume and effectiveness of citizen engagement. The team will be enhanced by including members of religious groups, educators (elementary, secondary and higher education), business and labor (a large employer and small business), neighborhood leaders (such as homeowner associations or neighborhood councils), social service delivery agencies, philanthropic groups (community, private or corporate foundations), media, and professional public sector managers.
- All team members should either be in positions to advance citizen action or already be doing so, either through work at the neighborhood or grassroots level or from a position of institutional power or administrative authority in the community.

# THE PRESIDENTS' SUMMIT FOR AMERICA'S FUTURE

## Initial List of Communities Invited to Send Delegations to The Presidents' Summit on America's Future

<u>City</u>	<u>State</u>	<u>City</u>	<u>State</u>	<u>City</u>	<u>State</u>
Albany	New York	Kansas City	Missouri	Springfield	Illinois
Albuquerque	New Mexico	Knoxville	Tennessee	Springfield	Massachusetts
Allentown	Pennsylvania	Las Vegas	Nevada	St. Louis	Missouri
Anchorage	Alaska	Little Rock	Arkansas	St. Petersburg	Florida
Asheville	North Carolina	Long Beach	California	Syracuse	New York
Atlanta	Georgia	Los Angeles	California	Tampa	Florida
Austin	Texas	Louisville	Kentucky	Toledo	Ohio
Baltimore	Maryland	Madison	Wisconsin	Trenton	New Jersey
Battle Creek	Michigan	Manchester	New Hampshire	Tucson	Arizona
Billings	Montana	Marquette/ Alger	Michigan	Tulsa	Oklahoma
Birmingham	Alabama	Memphis	Tennessee	Virginia Beach	Virginia
Boise	Idaho	Miami	Florida	Waco	Texas
Boston	Massachusetts	Milwaukee	Wisconsin	Washington	DC
Bridgeport	Connecticut	Minneapolis	Minnesota	Waterloo	Iowa
Buffalo	New York	Moorhead	Minnesota	Wilmington	Delaware
Burlington	Vermont	Nashville	Tennessee		
Champaign/ Urbana	Illinois	New Orleans	Louisiana		
Charleston	South Carolina	New York	New York		
Charleston	West Virginia	Newark	New Jersey		
Charlotte	North Carolina	Oakland	California		
Cheyenne	Wyoming	Oklahoma City	Oklahoma		
Chicago	Illinois	Omaha	Nebraska		
Cincinnati	Ohio	Oneonta	New York		
Cleveland	Ohio	Patterson	New Jersey		
Columbia	South Carolina	Peoria	Illinois		
Columbus	Ohio	Philadelphia	Pennsylvania		
Dallas	Texas	Phoenix	Arizona		
Decatur	Alabama	Pine Bluff	Arkansas		
Denver	Colorado	Pittsburgh	Pennsylvania		
Des Moines	Iowa	Portland	Maine		
Detroit	Michigan	Portland	Oregon		
El Paso	Texas	Providence	Rhode Island		
Elkhart	Indiana	Raleigh	North Carolina		
Erie	Pennsylvania	Richmond	Virginia		
Eugene	Oregon	Riverside	California		
Fargo	North Dakota	Rochester	New York		
Flint	Michigan	Rockford	Illinois		
Fresno	California	Sacramento	California		
Ft. Worth	Texas	Salisbury	Maryland		
Gary	Indiana	Salt Lake City	Utah		
Grand Rapids	Michigan	San Antonio	Texas		
Greater Lansing	Michigan	San Diego	California		
Harrisburg	Pennsylvania	San Francisco	California		
Honolulu	Hawaii	San Jose	California		
Houston	Texas	Santa Ana	California		
Indianapolis	Indiana	Savannah	Georgia		
Jackson	Mississippi	Seattle	Washington		
Jacksonville	Florida	Sioux Falls	South Dakota		
Kansas City	Kansas	Spokane	Washington		

