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THE WHITE HOUSE
WASHINGTON

November 13, 1989

*Andy to review
file*

MEMORANDUM FOR GOVERNOR SUNUNU ✓

ANDY CARD
JIM CICCONI
DAVE DEMAREST
MARLIN FITZWATER
BOYDEN GRAY

THROUGH:

SIG ROGICH *S.R.*
ASSISTANT TO THE PRESIDENT
FOR SPECIAL ACTIVITIES AND INITIATIVES

FROM:

GREGG PETERSMEYER *GP*
DEPUTY ASSISTANT TO THE PRESIDENT
AND DIRECTOR, OFFICE OF NATIONAL SERVICE

SUBJECT:

THE DAILY PRESIDENTIAL "POINTS OF LIGHT"
RECOGNITION PROGRAM

CONCEPT

At a recent meeting with the President, I proposed a daily Presidential recognition program to honor one thousand individuals and institutions, during the President's first term, who are "points of light" — those doing outstanding work across the country in the field of community service. At his request, here are the details of the plan, which should commence in Memphis on Wednesday, November 22.

BACKGROUND

The idea of recognizing exemplary community service is taking hold in America. In the last five months, The New York Times has prominently featured six editorials under the heading "Points of Light", describing corporate community service initiatives throughout the nation. Other papers have also initiated recognition programs for volunteerism, some on a daily basis. Both ABC and CBS News have embraced the concept by featuring segments on exemplary community servants under the rubrics "Unsung Heroes" and "The Best of Us", respectively. The City of Houston recently presented the first annual "Points of Light" award for outstanding community service.

As the notion of "points of light" was the President's, it seems only fitting that the White House should take the lead in the growing nationwide community service recognition program. Such a program has the potential to be a lasting legacy of the Bush Administration.

"Points of Light"

Page 2

Accordingly, I proposed a daily recognition program to honor at least one individual or institution that is doing outstanding work in the field of community service, commencing Wednesday, November 22, the week of Thanksgiving. Subsequently a "point of light" will be announced by the Press Office each day except Sundays until one thousand are named. In addition, the White House may release names on selected Sundays as necessary to ensure that the announcement of the thousandth recipient coincides with the end of the President's first term.

On Wednesday, the President will be in Memphis, Tennessee to honor the Memphis Commercial Appeal as his first "Point of Light". Their "Thousand Points of Light" series — highlighting on a daily basis volunteer efforts throughout the Mid-South — exemplifies the President's call for each and every institution to apply its unique resources to the national service movement. Their series, begun in July, will honor its 1000th individual on that day. The President will use the occasion to introduce his "Points of Light" program to the national and regional press and to the nation.

CONCLUSION

While certainly a major goal of this initiative will be to honor those who deserve recognition for their efforts in the fight against our most critical social problems, an equally important, if not more important goal, will be to inspire others to follow the example of the recipients. In addition, we anticipate that through this program a significant amount of local and regional press attention will be focused on the President and his commitment to community service.

Attached hereto for your review as Attachments A-E are, respectively:

- o A detailed description of the selection criteria, screening processes, and procedures for selecting and announcing "points of light";
- o A list and description of the first 30 prospective honorees;
- o A draft press release describing the "points of light" concept;
- o A sample press release for a "point of light";
- o A draft Presidential recognition letter;

ATTACHMENT A

THE "POINTS OF LIGHT" PROCESS

This attachment will detail the processes for handling "points of light" from selection, through screening and announcement, to the follow-up stages. These systems have been designed in consultation with the Counsel's Office.

OVERVIEW

Each day's "point of light" will be announced at the daily press briefing (business days) and in writing. In each instance, a press release will be made available to reporters. The Office of Media Affairs will alert regional and local media in the relevant area each day.

Of course, the President could not personally introduce and meet each "point of light". But, in the interest of providing some degree of personal Presidential attention, each recipient would receive a Presidential letter noting their selection and praising them for their works.

Once a "point of light" is recognized, his, or her, or the institution's name would be placed in our office's database, so that they can subsequently serve as examples for speeches and talking points, airport greeters for the President, the First Lady and other Administration officials or site visits by the same.

SELECTION

Our office will be responsible for selecting each recipient. The Deputy Director of this office will oversee the process.

To select recipients, we will consult our already large and growing network of leaders across the nation in every field, from business, the professions, labor, education, religion, minority and women's groups, non-profit organizations and countless other groups, clubs and associations. We have already selected the first 30 "points of light" (see Attachment B), and have further identified over 200 additional potential recipients. Consequently, we believe that obtaining a pool from which to select 1000 will not be difficult.

The criteria by which worthiness for recognition will be determined follow. To prevent "campaigning" for this award, the criteria will not be announced publicly.

1. The initiative must address a grave social problem like drug abuse, homelessness, illiteracy, hunger, AIDS and the like.
2. The individual or institution must have made demonstrable progress in addressing a problem.

3. While the initiative may be a "public/private partnership", the majority of its funding should come from private sources.

4. The initiative must meet at least one of the following additional criteria:

- o It attempts to effect systemic change, as opposed simply to meeting immediate material needs (For example, literacy and job training programs are preferred to soup kitchens and clothing drives).
- o It is structured as a partnership among disparate institutions to address simultaneously the multiple problems of individuals in need. (Such as partnerships to address the needs of the homeless, which include a facility such as an apartment complex, church, or hotel that provides housing, a law firm that provides mentors and tutors and a grocery store that provides food.)

To ensure that recipients meet these criteria and that no recipient has any legal, financial or other serious problem, or cause the Administration political concern, our office will consult as necessary with the offices of Counsel, Personnel, and Political Affairs. (We have already met with Amy Schwartz and Nelson Lund of the Counsel's Office to identify and deal with potential legal questions with this program.

SCREENING

Each potential "point of light" will be thoroughly screened before being announced to avoid any possible conflicts or embarrassments to the administration. The screening process includes the following checks:

1) The Office of National Service (ONS) ensures that this example is indeed exceptional and is appropriate for this honor.

2) ONS will also determine whether the potential "point" receives any public funds and if so, whether they are in good standing with the agency responsible for dispensing those funds, and that those funds are not in immediate jeopardy of being cut off. ONS will also conduct any other appropriate agency checks. Any information needed will be obtained in writing from the potential recipients.

3) The Office of the Counsel conducts routine FBI "name checks" on organizations and any individuals personally recognized to ensure that they do not have any known current or prior legal or financial troubles. As previously mentioned, we

have already met with Amy Schwartz and Nelson Lund of the Counsel's Office to determine the screening procedures.
Attachment A
Page 3

4) The Office of Political Affairs will assess the political impact, if any, of recognizing each "point".

ANNOUNCEMENT

Once the screening process is completed, this office will draft a press release for each "Point". Each Wednesday, a packet of the following week's press releases will be delivered to the Offices of the Press Secretary, Media Affairs, and Presidential Correspondence. This packet will also include a press release detailing the "points of light" concept and explaining the symbolism innate in this program (see Attachment C). Both press releases will be made available to any interested member of the press.

From this packet, the Press Office will begin announcing "Points of Light" and Media Affairs will contact the appropriate press agencies each day of the week. At the end of each week the Office of Correspondence will send a letter from the President to each of that week's "points" thanking them for their devotion to service (See Attachment D).

FOLLOW-UP

Following their announcement, each Daily Point of Light will be entered in a database maintained by this office. This database will be used to select examples for other uses, such as speech inserts or site visits by members of the Administration.

We may periodically request that a Point of Light be included in a Presidential event in some way, such as being seated on the podium during a speech or greeting the President or First Lady at the airport upon their arrival in a city.

ATTACHMENT B

The First Thirty
Daily Points of Light

Memphis Commercial Appeal - Memphis, TN

The largest newspaper in Tennessee, the Memphis Commercial Appeal on Sunday, July 2, 1989, began a series designed to highlight 1000 individuals in the Mid-South "whose volunteer efforts help improve the lives of others." The series, which is entitled "A Thousand Points of Light," is scheduled to feature its one-thousandth volunteer around Thanksgiving.
Recognition, Media.

Dr. & Mrs. William Hale - Oklahoma City, OK

Dr. Hale and his wife, a nurse, operate a free medical clinic, despite the fact that both are stricken with multiple sclerosis. Since the clinic opened 10 years ago, the Hales and other volunteer medical personnel have treated over 42,000 people. Dr. Hale has also arranged for free medication and hospitalization in some cases, and has established a network of medical specialists willing to donate their services for referrals from his clinic. This is an entirely non-governmental program.
Medical care.

William Warner Johnson -- Washington, DC

A D.C. police officer assigned to the drug-plagued Woodson Jr. High School in Northeast Washington, Johnson gives young people a positive alternative to drugs. With his own funds, he established a weight lifting room in the school, and is currently in the process of constructing a "mini-mall" for the students. Following his 8-hour work shift at the school, he volunteers there an additional 8 hours a day.
Drugs, Youth, Education, Systemic Change.

Richard Andrew McDonough -- Wichita, KS

McDonough, 22, is founder and president of "Hotels/Motels in Partnership, Inc." He plays matchmaker between social-service agencies whose clients need emergency shelter and hotels that are willing to donate empty rooms. In the seven years since its founding, the program has grown to include more than 700 hotels in over 300 communities in 45 states. Since 1986, more than 14,000 battered women, homeless people, disaster victims and others have been lodged free.
Partnership, Battered Women, Homeless, Disaster Victims.

Helen VerDuin Palit -- New York, NY

Founder and executive director of City Harvest, a New York food distribution network which collects surplus food from wholesale markets, restaurants, stores and offices to distribute to soup kitchens and shelters. Founder of a similar program in New Haven, CT. Costs are covered by private contributions.
Food distribution.

The Volunteer Project -- San Diego, CA

A very successful center, operated by non-profit agencies and funded entirely by the private sector, which recruits and trains volunteers to work on various social service projects throughout Southern California. From September, 1988 to July, 1989, The Volunteer Project recruited, trained, and assigned 374 volunteers, who so far have collectively performed over 209,000 hours of community service.

Volunteer training.

Aja Henderson -- Baton Rouge, LA

Aja, 14, created her own home-based library to promote literacy in her Baton Rouge community. She runs the library for peers who cannot get to the public library because of a lack of transportation. Additionally, she participates in a literacy program run by her local church.

Youth involvement, Literacy.

Amy Geren -- Polk County, TN

A divorced mother of two small children, Geren is on welfare but wants to put something back into the community. She volunteers with HEADSTART, her church, and a literacy program at the local Senior Center, where she is teaching a 65 year-old woman to read.

Claim problems as your own, education, literacy, elderly.

Drop-A-Dime -- Boston, MA

A 24-hour anonymous hotline which connects residents with local law enforcement officials, this program combats the growing drug and gang problem in Boston and has been credited with several felony arrests. Officials of the program also lecture about the dangers of drugs and firearms in elementary schools and community centers and have sponsored a forum on gang violence.

Crime, Drugs, Gang Violence.

The Citizens of Hope, New Mexico.

Residents of Hope, NM (pop. 300) volunteered their time to turn an abandoned school into a new Community Center. The new Hope Community Center now houses a library, senior citizens center, and the Hope Police Department (1 person), among other things. Residents raised part of the money for the renovation themselves. The remainder was provided by the county and a federal grant.

Community Action, Using existing resources.

Shaheed Watson -- Trenton, NJ

Shaheed is the founder of the Grassroots Movement anti-drug campaign. The Grassroots Movement is "a community-based mobilization effort to take back the streets from crack cocaine dealers." He has helped to organize a "camp out" in a drug-infested neighborhood in which community leaders actually slept in tents and intervened in an on-going drug war in the community. Watson also serves on Gov. Kean's Council on Physical Fitness and Sports as coordinator of anti-drug efforts.

Drugs, personal involvement.

Adopt-a-School -- Orange Park, FL

A partnership between Navy Patrol Squadron 45 and the Penney Farms Retirement Community who have collectively adopted Green Cove Springs Elementary School. Members of the groups have served as tutors for at-risk, talented, and non-English speaking students, supervised field trips, and provided inspirational talks. When Patrol Squadron 45 goes on rotation, each child will be adopted by a member of the Squadron who will correspond with him or her from the ship. The wives of Patrol Squadron 45 will continue the tutoring work, as will the retirement community.

Partnership, Education, One-to-One engagement, Elderly, Patrol Squadron provides an unusual example of an "institution".

REACH, Inc. Detroit -- Detroit, MI

This neighborhood initiative is fighting to reclaim the streets of Pilgrim Village, a residential neighborhood in Detroit, from crack dealers. Under the program crack houses are purchased by the community, renovated using unemployed workers trained and supervised by construction engineers from the community, and sold to drug-free families using "sweat equity" as a down payment. In addition, Reach has recently renovated a restaurant to raise operating funds and staged marches against drug dealers.

Systemic Change, Drugs, Neighborhood Revitalization,

The Shoulder - Houston, TX

A "non-profit...250-bed, free/low-cost, residential, long-term, drug/alcohol abuse treatment program" combats chemical dependency. Its facilities include a detoxification center. The program seems widely supported among the business community in Houston.

Drugs, Private Sector Initiatives.

WWOR-TV A+ for Kids -- Seacaucus, NJ

This is a "total station project" by WWOR-TV to improve the quality of education in local schools. The project includes news segments, PSAs, and prime-time specials on various issues related to education, a program designed to honor outstanding teachers and disseminate excellent teaching ideas through workshops, adoption of one of Jersey City's most troubled high schools, frequent school appearances by on-air talent, and class tours of the station.

Media involvement, Education, Targeted at most serious problems.

Edward Castor - Tipton County, IN

Formerly illiterate, this blue collar worker learned to read and now gives lectures on illiteracy. He also volunteers his time teaching other to read and has served on the Governor's Commission on Illiteracy.

Illiteracy.

South Seattle Community and Police Partnership -- Seattle, WA

A formal partnership between the Seattle Police Department and residents, businesses, and civic groups to pool resources and jointly attack the area's drug and gang problem. The program targets the worst areas and groups, and includes property trespassing and urban revitalization schemes as well as law enforcement. The Mayor of Seattle has directed all city government agencies to designate a liaison with the program.

Drugs, Crime, Gangs, Urban Redevelopment, Partnership.

Carolyn Jackson - Wilmington, DE

Jackson founded and participates in Delaware's 4-H Therapeutic Riding Program. This program allows handicapped children to learn to ride horses, an action which also stimulates muscle development. She donates at least 30 hours/week to the program, supervising a volunteer staff of at least 20.

Handicapped Children.

G.D. Searle and Company - Chicago, IL

This pharmaceutical company gives free heart medication to people suffering from high blood pressure and angina. It encourages other pharmaceutical companies to do the same. People receiving free medication must first be cleared by their physicians.

Free Medication, Corporate Philanthropy.

Lawrence Eagle-Tribune - North Andover, MA

This Massachusetts newspaper recognizes a volunteer in its community every day. They serve as an inspiring example of what the media can do to encourage volunteerism.

Media, Recognition.

Tony Valle - La Hahra, CA

Valle volunteers his time to a program designed to keep kids out of gangs and trouble. He also helps the elderly in his community.

Gangs, Youth, Anti-Gang.

Duke Power Company - Charlotte, NC

2300 Duke Power employees volunteered in schools. Drop-out prevention programs -- professional development classes.

Corporate Philanthropy.

Anchorage Neighborhood Housing Services - Anchorage, AK

700 Citizen Volunteers painted 70 homes in the Anchorage community to benefit the elderly, disabled, financially disadvantaged, and single parents.

Citizen Volunteers.

The I Have A Dream Foundation - San Antonio, CA

Provides volunteer tutors to work with disadvantaged students, encouraging them to stay in school. This foundation also provides tuition aid for college-bound students.

Tutoring, Youth, College Aid.

Jack L. Powell - Salisbury, MD

Powell organized a neighborhood food drive in conjunction with several local organizations which collected 10 tons of food and clothes for needy families.

Private citizen, excellent results.

Clara Hale - New York, NY

Founder of the Hale House Center, this 84-year old cares for children born to drug addicts and AIDS patients. She has provided care for over 600 infants. Hale has been featured in TIME magazine.

Children, Senior Citizens, AIDS Babies, Health Care.

Ewing Kauffman - Kansas City, MO

The co-owner of the Kansas City Royals, Kauffman established Project STAR (Students Taught Awareness and Resistance), a comprehensive program combining community-based initiatives and a school curriculum which teaches a social skills approach to drug and alcohol abuse prevention.

Youth, Sports, Drugs & Alcohol.

The Glencastle Project - Atlanta, GA

This project is designed to convert an historic Atlanta jail into a housing development for the homeless. Homeless laborers, volunteer professionals (architects, supervisors, etc.), and major companies are working together to complete this project.

Systemic Change, Homeless, Using existing resources.

Little Ceaser's Love Kitchen - Farmington Hills, MI (nationwide)
This nationwide food chain took pizza on wheels to soup
kitchens around the country. The "Love Kitchen" has fed
nearly 400,000 people across the U.S. and Canada.
Corporate Philanthropy, Hungry, well-known chain.

Bertha Gilkey -- Chicago, IL
President of the Cochran Gardens Resident Management
Corporation, a tenant management operation in Chicago,
Gilkey also lectures other tenant management projects
throughout the nation. She has been featured twice on CBS's
"60 Minutes".
Resident management, anti-drugs.

ATTACHMENT C
Sample DPOL Press Release

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

November 22, 1989

WHITE HOUSE RECOGNIZES
DAILY POINTS OF LIGHT

The White House today begins a practice of recognizing daily "Points of Light". "Points of Light" are individuals, institutions, and initiatives across the country exemplifying the President's commitment to making community service central to the life and work of every American.

Each day the White House will recognize one individual or institution who has successfully addressed our most dire social problems by engaging in community service.

As there are millions of Americans who would be worthy recipients, it is impossible to select the "best" exemplars of community service or to recognize each example individually. However, the entire "Points of Light" recognition program is intended by the President as a national tribute of the highest order to every single American who makes a difference in the life of someone in need.

END

ATTACHMENT D
Sample Press Release

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

_____, 1989

PRESIDENT NAMES HALES
AS SECOND "POINT OF LIGHT"

The President today named the husband and wife team of Drs. William and Sandy Hale as his second "Daily Point of Light." The recipients, a doctor and nurse, operate a free medical clinic, despite their own serious medical problems. Both have multiple sclerosis.

Dr. Hale is the driving force behind a free medical clinic in Oklahoma City. The clinic has operated from a Baptist mission center for the past 15 years. The free clinic has treated nearly 43,000 indigent people, dispensing medication and providing referrals when necessary. It is an all-volunteer clinic that accepts no government funding.

The Hales have founded a network of medical and lay volunteers. Specialists and dentists are available for referral and two hospitals have each donated services for patients. After learning that his patients could not afford to buy prescriptions, the doctors arranged for donations of medicine as well.

The President extends his deepest appreciation to the Hales for their outstanding work on behalf of indigents in need of health care in Oklahoma City. By showing that any definition of a successful life must include serving others, the Hales are a true American success story.

END

ATTACHMENT E
Draft Letter from the President

DATE

Dear <insert>:

I have called upon every individual and institution in America to make community service central to their life and work. By your active engagement in the lives of those in need, it is clear that you have heard and responded to this call.

That is why I am pleased to congratulate you and recognize your outstanding efforts. You have accepted a responsibility toward your community that must be seen by the rest of the Nation so that the rest of us may follow your example.

As a people, we must not allow ourselves to be measured by the sum of our possessions or the size of our bank accounts. Instead, we must insist that our individual prosperity be measured in such a way as to include the well being of our neighbors. From now on in America, any definition of a successful life must include serving others. You are a shining example of this new standard of success.

Barbara joins me in sending our warmest regards and best wishes to you. For being a "point of light," you deserve the heartfelt thanks of this Nation.

Sincerely,

G.B.

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01a. Note	From Jim Cicconi to POTUS Re: National Service Proposal (1 pp.)	6/16/89	P-5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John H.
Subseries: White House Offices File
WHORM Cat.:
File Location: National Service (1989)

**Open on Expiration of PRA
(Document Follows)
By DSZ (NLGB) on 4/10/2008**

Date Closed:	11/30/2004	OA/ID Number:	29180-002
FOIA/SYS Case #:	1998-0004-F	Appeal Case #:	
Re-review Case #:	2005-0426-S	Appeal Disposition:	
P-2/P-5 Review Case #:		Disposition Date:	
AR Case #:		MR Case #:	
AR Disposition:		MR Disposition:	
AR Disposition Date:		MR Disposition Date:	

RESTRICTION CODES

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

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 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. Removed as a personal record misfile.

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]
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(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

THE WHITE HOUSE
WASHINGTON
June 16, 1989

MR. PRESIDENT:

Please forgive me for adding a lengthy cover memo to the one from Gregg Petersmeyer, which is itself quite long. Governor Sununu felt, however, that these points were important for you to consider before you begin wading into Gregg's memo.

While you may have a practical concern about degree of involvement, ours is rooted in the desire to protect you and the Presidency from anything that might conceivably go wrong in the management of a quasi-private body dealing with large sums of money (both federal and private).

We hope you find these thoughts helpful in framing consideration of Gregg's recommendations.


Jim Cicconi

THE CHIEF of STAFF
has seen JUN 21 1989

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01b. Memo	From Jim Cicconi to POTUS Re: Decisions on National Service Proposal (3 pp.)	6/16/89	P-5	

Collection:

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THE WHITE HOUSE

WASHINGTON

June 16, 1989

MEMORANDUM FOR THE PRESIDENT

FROM: JAMES W. CICCONI 
SUBJECT: Decisions on National Service Proposal

In attempting to advise you on how to proceed through the attached decision packet, I think it best to summarize the risks and problems we need to avoid, and then to describe a possible approach which, if you agree, can be helpful in making the decisions called for in Gregg Petersmeyer's memorandum.

Degree of Personal Involvement

The main concern revolves around appearance problems. If structured as Gregg suggests, this proposal would have the President chair a foundation that solicits money from the private sector for use as "seed money" in national service efforts. Aside from the concern about a direct Presidential connection to fundraising (something we normally avoid), this foundation could not avoid solicitations, and contributions, from companies and individuals doing business with the federal government. As an example, recall the decision you had to make on intervention in the Texas Air labor dispute, and imagine the appearance problem if the company was being solicited to contribute, or, worse, had given money to, a foundation you chair.

The position of chairman implies a more direct and active involvement than the "honorary chairman" designation we normally prefer for the President. That is why Gregg Petersmeyer recommends the term "chairman" -- because it implies direct involvement -- but that is also why there is cause for concern. Further, I would argue that the true measure of your commitment to this undertaking will be your words and actions, not the title you hold. The title of "honorary chairman" will insulate you personally if there is any internal mismanagement, or any question involving the allocation or use of federal funds -- unlikely eventualities, perhaps, but they cannot be ruled out given the importance of this question.

Creation of an "Interim" Foundation

It has been suggested by Gregg that we create an interim private foundation until legislation is passed creating the formal government-sanctioned entity. The argument is that this private body, again with the President as chairman, could begin work on

your national service goals, including solicitation and acceptance of corporate contributions, while the bill is pending.

The potential problems this poses for you are, in my view, serious. As chairman of a statutorily-created foundation, you would, despite possible "appearance" concerns, at least have the protection of law as the basis for foundation actions. A privately chartered body would afford you no such protections, thus opening to question any action you take as President that may benefit a donor to the private foundation you chair. There are other aspects to this, but the seriousness of the problems posed by the President chairing a completely private foundation soliciting corporate money are probably apparent.

As a result of conversations on this point, Gregg has revised his memo (page 9) to offer an alternative, i.e. create an Advisory Committee to explore means of beginning work on your national service goals "including the establishment of a private Foundation". This, unfortunately, only adds an Advisory Committee Act problem, opening to the public any deliberations as to how a foundation should be structured.

Name and Structure of the Foundation

Though the least important of the issues before you, I must point out that Governor Sununu, OMB, and all your advisers who commented on this package opposed use of the name "Points of Light Initiative" (a name Gregg feels strongly about). The concerns relate mostly to potential overuse of an admittedly great rhetorical term. There is also a legal concern due to the fact that some enterprising person has already registered the term "Points of Light Foundation" as a corporate name. A more descriptive name using the phrase "national service" could perhaps sound more better ten years hence.

Other questions have arisen about how the foundation would be structured. I would urge that you consider setting it up in a way similar to the National Endowment for Democracy. The parallel would ease any legislative concern about precedent, and would allow us to stress their similar bipartisan makeup. In short, the entity would be a private, non-profit, nonpartisan foundation created and chartered by Congress. It would be allowed to solicit and accept private donations, as well as administer any government funds appropriated. It would also be subject to federal financial oversight, and be governed by an independent board of directors. The entity could be called the "Endowment for National Service", extending the parallel further and raising it a notch above the many existing "foundations".

Summary of Recommendations

1. That you assume the title of "Honorary Chairman" of the entity ultimately created by law.
2. That no interim private foundation be created involving the White House or the President.

3. That efforts to "get the ball rolling" pending legislation be handled directly by the the Office of National Service in Coordination with White House Counsel.
4. That the entity creating by law be modeled on the National Endowment for Democracy.
5. That the entity created by law be termed the Endowment for National Service (or something similar).

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
02. Memo	From Gregg Petersmeyer to John Sununu Re: Points of Light Initiative: A National Community Service Trust (2 pp.)	4/4/89	P-5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John H.
Subseries: White House Offices File
WHORM Cat.:
File Location: National Service (1989)

Open on Expiration of PRA
(Document Follows)
By DJL (NLGB) on 05/12/2005

Date Closed:	11/30/2004	OA/ID Number:	29180-002
FOIA/SYS Case #:	1998-0004-F	Appeal Case #:	
Re-review Case #:	2005-0426-S	Appeal Disposition:	
P-2/P-5 Review Case #:		Disposition Date:	
AR Case #:		MR Case #:	
AR Disposition:		MR Disposition:	
AR Disposition Date:		MR Disposition Date:	

RESTRICTION CODES

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

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 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. Removed as a personal record misfile.

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

THE WHITE HOUSE

WASHINGTON

April 4, 1989

MEMORANDUM FOR GOVERNOR JOHN H. SUNUNU

THROUGH: STEVEN M. STUDDERT

FROM: GREGG PETERSMEYER *JP*

SUBJECT: POINTS OF LIGHT INITIATIVE: A NATIONAL COMMUNITY
SERVICE TRUST

As you know, my office has proposed that the President serve as de jure Chairman of a foundation which, in brief, would oversee and monitor community-based service programs and activities nationwide. For a fuller discussion of the details of the foundation's purpose and structure as we envisage it, see Attachment "D" to my March 31, 1989 memorandum to the President. I understand that the issue of the President's being the active chairman of a foundation may be disquieting to you and thought that setting forth my thoughts on the matter might be helpful to you in your analysis of the issue.

First, the President is on record as expressing a desire and an intention to serve as an active chairman. See February 9, 1989 Message to the Congress. Accordingly, for the President not so to serve would violate one of his promises to the Nation. Now to renege on that promise might suggest to the public that the President's commitment to the concept of national service has diminished, which, of course, is contrary to fact.

Second, it is, in my judgment, critical to the President's credibility that his national service program itself be credible and not one easily dismissable by his critics as a public relations spectacle with no substance. Our ability to say that this foundation differs from foundations about which one frequently hears in that this one is actively chaired by the President would go a long way toward silencing those critics. The President himself apparently recognizes the powerful symbolism of his chairing this foundation, by his having publicly stated his willingness to do so.

Third, while I recognize that the President's involvement with a foundation might in and of itself subject him to heightened scrutiny and the charge that he is in effect selling influence in exchange for financial and other support to the foundation's work, it seems to me that this charge is no less applicable where the President serves as an honorary foundation chairman. Whether influence with the Administration can be purchased turns, I believe, not on the title that the President assumes with respect

to the foundation, but rather on whether, as a matter of demonstrable fact, contributors to the Foundation are rewarded with patronage. And, of course, no such contributor would be so rewarded.

To be sure, an enterprising reporter could weave an intricate web connecting contributors to the White House, but no plan can completely protect us from that danger. More to the point, however, whether such a connection could be drawn does not depend on whether the President's title is "Chairman" or "Honorary Chairman". I can assure you that a reporter bent upon doing a story on this issue would not be deterred from doing so by the President's being only titularly involved. Thus, while the President's being the Chairman does not increase risk of harm at all in my view, and, in any event, does not do so measurably, though his so serving would significantly increase his credibility and that of the foundation, I would urge your favorable consideration of this proposal.

To allay any additional concerns, as you can see from the attachment referenced above, I and a prominent and committed businessman, Ray Chambers, would serve as Vice-Chairmen, assisting the President by performing the lion's share of the actual work of the foundation. Finally, for whatever it may be worth, we could attempt to insulate the President from any charge of influence peddling by making it clear at the outset that neither he nor any member of his staff, including me, would be involved in fundraising or fund collecting (other than seeking Congressional appropriations, of course).

Needless to say, I am committed to the success of the President's program in the area of national service. His actively serving as Chairman is critical to the success of that program. I would be happy to meet with you to discuss this issue further at your convenience.

THE WHITE HOUSE
WASHINGTON

April 17, 1989

MEMORANDUM FOR: ANDY CARD
DAVID DEMAREST
FRED MCCLURE
ROGER PORTER

THROUGH: STEVE STUDDERT

FROM: GREGG PETERSMEYER *JP*

SUBJECT: National Service - 8 a.m., April 18 meeting

Attached are certain materials regarding the YES program which I would appreciate your reading prior to our meeting tomorrow. In particular, you will find an executive summary of the YES program, a memorandum describing the YES program in detail and a list of the various organizations with whom my office has met.

*Governor Sumner -
I thought you
would find this of
interest. Thanks.
JP*

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YES TO AMERICA INITIATIVE

Executive Summary

- The President will challenge every adult, employee of the government, school, college, union, church, synagogue, mosque, business, firm, association, civic group, service organization, union and other institution to devise and implement a plan to engage themselves or their institutions in partnership with young people in community service.
- The President will call upon all young people between the ages of kindergarten and 25 to engage in some meaningful form of community service.
- It is not the intention of YES to financially compensate young people for community service, nor will there be financial penalties for failing to serve; instead the President will encourage the use of non-financial incentives as inducements to service.
- Specifically, the President will call upon:
 - Governors to include community service in all school curricula and consider a minimum number of hours of community service as a prerequisite to high school graduation;
 - Colleges and universities to grant degree credit for community service and include it in their curricula. In addition, admissions departments should weigh community service in determining admissability of applicants; and
 - All employers to consider community service for job applicants (including summer hires) and in career advancement. In addition, corporate leaders will be asked to challenge all employees to engage in some form of community service.
- The President believes that awards and recognition are merited for extraordinary achievement and that awards and recognition are inspirational to potential achievers. Accordingly, the President will:
 - Select 100 (2 from each state) outstanding young community leaders to serve for one year before, during or after college as the President's National Service Youth Representatives;
 - Select 1000 outstanding young community leaders annually as recipients of the President's National Service Youth Leadership Awards.

- The YES initiative will be administered and coordinated nationally by a foundation, "Points of Light Initiative: A National Community Service Trust."
- The President will chair the foundation; the Director of the Office of National Service will be the Vice-chairman.
- The foundation will be funded annually by a 25 million dollar Congressional appropriation matched by at least an equal private sector contribution.
- Under the President's leadership, the foundation will:
 - Help the governors, Mayors and members of Congress to execute the President's challenge;
 - Serve as a "strategic planning center" constantly surveying the dynamic service world so as to encourage further developments and implement a national community service movement;
 - Initiate and lead a public dialogue on the issue of community service;
 - Identify resources of existing organizations and help to coordinate the activities of those entities. Delegate to those organizations the responsibility to assimilate the expected additional volunteers;
 - Raise funds to be disbursed for the purpose of encouraging unique initiatives and to replicate those already succeeding;
 - Serve as a central clearinghouse for national service information;
 - Provide training and technical assistance;
 - Set standards for YES initiatives;
 - Develop entrepreneurial opportunities and programs for those engaged in community service.
- The President's conception of national service differs from other initiatives in that he calls for:
 - The involvement of literally all young people;
 - The involvement of literally every adult and institution in a partnership with young people;
 - A movement that is grassroots and community-based;

- A movement which will not be administered from an existing Federal agency;
- A movement that does not compensate individuals for what should be an obligation of citizenship;
- A movement that develops in young people a lifelong commitment to service, rather than being an isolated one to two year experience in a colony of youth volunteers;
- A movement that is less costly.

YES to America

I. PURPOSES.

- To call all young people to action so that by the year 2000 every young American will be engaged in some meaningful form of community service.
- To empower young people with the sense that the nation is theirs to inherit and that it is therefore in their interest to improve the lot of their fellow citizens.
- To expand the capacity of existing service organizations to absorb young volunteers into meaningful service opportunities.
- To promote community service through the means of existing and new programs and initiatives in every community.
- To improve the quality of life in America by attacking the most fundamental socio-economic problems in the country at their source: the disintegration of communities and families and the resulting sense of loss of self-esteem among young people.
- In the context of community service, each young person should be made to feel a part of the "social compact," with an obligation to do his or her part to better the lives of other people, particularly other young people, in his or her community.
- To ennoble young Americans and improve their lives by instilling in them a lifelong sense of concern, compassion and obligation to others.

II. PRINCIPLES.

A. Centrality of Service

- The President believes that it is critical to the nation's future and to the character of a young person to instill at an early age the notion that service to others is a necessary part of any definition of a successful life.

- YES is based in part on the principle of unselfish giving to others, which is best internalized through life experiences starting at one's earliest years.
- The President believes that programs devised pursuant to the YES initiative should demonstrate and instill the notion that service to others is the highest calling of human life.
- Lack of self-esteem is at the very heart of many of the problems of youth. Service to others builds self-esteem.

B. Scope of Challenge

- The President will challenge every individual and institution in society (e.g., federal, state, and local government employees, corporations, law, consulting, accounting and other service firms, hospitals, unions, churches, synagogues and mosques, civic and service organizations and associations) to devise and implement their own program somehow meaningfully to involve young people in community service.
- Each young person has gifts to give and the nation is now in need of these gifts.
- YES should tap and channel the energy and enthusiasm of America's young people and awaken youth to the value of community service.
- "YES to America" should provide a framework around which the young people in America will feel united in a collective effort to improve the quality of life in their respective communities and, thereby, in the nation as a whole.
- All young people between the ages of kindergarten to 25 (students, dropouts, whites, minorities, poor, affluent, disabled and delinquent) should engage themselves in community service.

C. Nature of Community Service

- The President believes that the federal government should not mandate service or indirectly mandate service by, for example, making federal student financial aid dependent on service. However, other institutions in society may, if they choose to do so, effectively mandate service by creating incentives and

offering inducements (e.g., school districts may require service for promotion; colleges and universities may require service for admission and graduation; employers may use service as a hiring and promotion criterion).

- Through YES young people will not be financially compensated by the federal government for their service. The principal motivation for service should be a sense of civic obligation rather than the promise of remuneration. However, youth service will be acknowledged and encouraged by awards, commendations and other forms of recognition to be given by all levels of government and every significant private institution in the community.
- Service opportunities, informational materials and educational programs should be sensitive to the unique needs and differing perspectives of diverse groups and peoples.
- Programs and activities will be specifically designed to maximize the particular skills and capabilities of discrete age groups.
- YES programs will ideally be integrated into a young person's everyday life, rather than being an isolated one or two year experience in a colony of young volunteers.
- It is essential that a young person's service experiences be incremental in nature, beginning at an early age, with progressively more sophisticated opportunities and learning experiences as he or she grows older.
- The range of service options now available through existing service organizations should be maintained and strengthened as a healthy example of diversity and freedom in American life. The ideal of free choice can be undermined if large-scale government programs are implemented in ways that compete with or overshadow the important work of others.
- YES should encourage existing programs and new programs organized in and by local communities rather than create a supernational program. The strengths and capabilities of existing community youth programs should be utilized and expanded. Not only will this avoid "reinventing the wheel", but also it will be cost-efficient, limiting start-up costs for new programs.

- Service opportunities are most fruitful for both the provider and recipient of service if the experience is devised on an individualistic basis, taking into account the convictions, motivations, interests and commitments of the provider and recipient. Such goals are best fostered by diverse, small programs devised, implemented and managed by numerous agencies and non-profit organizations accountable to and supported by local communities.
- YES programs should meet real community needs. Such programs must be meaningful and purposeful, meeting real needs identified by the communities themselves, not artificial or theoretical ones.
- Programs should be developed in such a way as to provide maximum protection for young people from danger, abuse and chicanery.
- While there should be an emphasis on individual agency efforts, such efforts should be developed as part of local community-wide planning which involves existing service agencies, new agencies and organizations created in communities by communities, schools, churches, unions, adults and young people themselves. Programs should stress collaboration and linkages among schools, human service and youth service organizations, businesses and other community actors.
- Citizenship is an integral part of a good education. The nation's educational goals and the notion of community service are complementary. Efforts will be made to "weave" the notion of community service into existing curricula.
- To the maximum extent possible, young people will be encouraged to work in teams, out of the belief that teamwork teaches young people positive values of cooperation, collaboration, esprit de corps and mutual understanding and appreciation.

D. Leadership

- The President believes that YES to America should identify, develop and empower a new generation of community leaders who will see service as the most rewarding and exciting career opportunity.
- Ultimately, the bulk of youth service work should be devised and implemented by young people themselves through existing or new institutions or wholly outside institutions through individual initiatives.

- The President believes that young people have as much ability as adults do to evaluate their own community needs and to devise and implement strategies to meet those needs.

E. ROLE OF GOVERNMENT

- Community service is not intended to be a substitute for government social spending, but rather a supplement and complement.

III. POINTS OF LIGHT INITIATIVE: A NATIONAL COMMUNITY SERVICE TRUST

- The YES initiative will be administered and coordinated nationally by a foundation, The Points of Light Initiative: A National Community Service Trust.
- The foundation will be chaired by the President and its work will be lead by the White House Office of National Service, whose Director will be the foundation's Vice-Chairman.
- The foundation will be composed of a Board of Advisors selected by the President consisting of dynamic and successful leaders in the field of community service representing diverse viewpoints and backgrounds.
- While the foundation will house and launch numerous additional initiatives with the ultimate aim of involving Americans of all age groups in meaningful community service, the foundation's first initiative will be the YES initiative.
- The foundation will obtain an annual congressional appropriation of 25 million dollars and will seek an annual matching contribution from the private sector.
- The foundation will serve as a "strategic planning center" constantly surveying the dynamic service world so as to encourage further developments and to implement a national community service movement.
- The foundation will initiate and lead a public dialogue on the issue of service through Presidential and Administration speeches, public hearings, forums, briefings, conferences, town meetings, etc.
- With the help of existing organizations, the foundation will study and evaluate diverse existing service programs with a view toward reproducing and encouraging the growth of effective programs and initiatives across the country.

- With the help of existing organizations, the foundation will serve as a central clearinghouse for national service information.
- With the help of existing organizations, the foundation will provide training and technical assistance to people and organizations, both public and private, who propose to start programs.
- The foundation will publicly recognize, honor and promote outstanding YES participants.
- The foundation will set clearly defined, meaningful and sound standards for YES programs.
- The foundation will help to locate funding sources for meritorious programs.
- The foundation will develop entrepreneurial opportunities and programs for those engaged in community service.

IV. STATE AND LOCAL SUPPORT.

- The President will call state and local institutions in the following ways:
 - Suggest that each board of education include community service in all school curricula and consider a minimum number of hours of community service as a prerequisite to graduation.
 - Request all colleges and universities to grant degree credit for community service and include it in their curricula. In addition, admissions departments will be asked to weigh community service in determining admissability of applicants.
 - Request that corporate leaders instruct personnel departments to consider community service for job applicants and in career advancement decisions. In addition, corporate leaders will be asked to engage all employees in some form of community service.
- The President will encourage every Governor and every Mayor to lead a youth service movement in his or her state or municipality.

V. PROGRAM EXAMPLES

- Membership in YES will require a substantial commitment to national service by all age groups. Examples of national service programs include:

- Internship-type and mentor programs (Businesses, Unions, Law, Accounting, Consulting Firms, Hospitals.)
- High school based, part-time programs both during school and after school, for credit or as an extracurricular activity.
- Full-time summer service programs for both high school and college students.
- College-based programs both for credit and as an extracurricular activity.
- Full-time youth corps programs state and locally sponsored or, sponsored by a public-private partnership in a variety of modes such as:
 - Urban corps;
 - Conservation corps;
 - Specialty corps (Literacy Corps, Teacher Corps, Health Care Corps).
- VISTA, the Peace Corps and the Military.
- Post-Graduate School Opportunities (Legal Aid, Teaching, recent graduates of Medical School serving in Low-Income Clinics).
- Boys and Girls Clubs, Boy Scouts, 4H, Kiwanis, Rotary, and similar groups.

VI. ACCESS POINTS AND LEADERSHIP RECRUITMENT

- Many civic organization and service institutions already exist in communities throughout the nation (e.g., Boys Clubs, YWCA, Junior League, Rotary, Kiwanis, etc.). These organizations, along with corporations, unions, religious institutions and other community-based entities will be challenged to find creative ways to engage young people in meaningful community service. From now on, every institution in society must see part of its role as providing a means for young people to serve their communities.
- Existing service outlets, however, are alone insufficient to absorb large numbers of youth entrants into community service. Additionally, the invention and development of new programs and initiatives to suit one's own needs, abilities and interests must be encouraged.

- Because leaders are critically important, it will be the role of existing community-based institutions and new institutions to find, develop and empower young people who are potential community leaders.
- Old and new community-based institutions and groups will, among other things:
 - Identify community needs and match those needs with the talents and energy of the young people affiliated with such organizations;
 - Direct young people to groups and projects which are in need of services and will provide the young person with a meaningful challenge;
 - Encourage young people to devise their own programs and policies to suit their own unique needs and capabilities.
 - Arrange meals and transportation where necessary;
 - Train volunteers, mentors and team leaders where appropriate;
 - Attract members of the adult community as mentors, co-workers and team leaders;
 - Create and support new ideas for youth service;
 - Evaluate service projects to assure that young people have a meaningful service experience;
 - Ensure that young people make a significant contribution to their community;
 - Encourage all community entities to recognize and publicly honor the most outstanding efforts of youth of every age in their communities;
 - Stimulate local fundraising efforts.

VII. YOUTH NOT IN SCHOOL

- The President recognizes that many young people are not in school. Indeed, many of these youngsters are not "connected with any positive institution in the community.
- Communities will be challenged by the President to make special, meaningful and creative efforts to reach out to these alienated young people. Communities will be

encouraged to devise programs like Kansas City's Youthnet, which engages volunteers into volunteers in the inner city, particular people who come from the inner city themselves, in order to entice young people away from gangs and street life and into locally-funded strenuous youth recreational and arts centers.

- Media campaigns involving entertainers, sports figures and political celebrities will be launched to stress positive values of self-esteem, service, lawfulness, work, and family, among others.

VIII. THE ROLE OF THE SCHOOLS.

- Schools will be encouraged to weave community service and citizenship into existing curricula.
- Community service builds self-esteem, leadership and, when connected to classroom learning, increases student interest in classroom education.
- The original mission of schools is to teach academic skills, citizenship and leadership. A premium should be placed on devising service programs that complement the learning of basic educational skills (e.g., 3rd graders reading to kindergarten students).
- School-based service can be a successful strategy to re-engage students in learning. Students become more interested in school when they are actively engaged in a meaningful service project which reinforces classroom learning. This is especially relevant to young people re-entering school after dropping out or students lacking self-esteem, motivation or students on the verge of dropping out.
- The success of a school-based community service initiative is dependent upon the participation of parents, students, and education leaders. The principal, faculty champion(s) (member(s) of the faculty personally committed to the success of the project) as well as the remaining faculty and parents, are all imperative to a successful service experience for the student.
- The education leaders and parents must constantly evaluate and monitor programs to assure that the programs adequately train the student for the community service experience and account for what is being taught to ensure that the community service project is meaningful and has the maximum impact possible on the student and the student is making an important contribution to the community.

A. KINDERGARTEN - 6th GRADE.

- Activities of elementary school children will be organized through their local schools. Elementary school teachers will be asked to design activities appropriate for each age level, such that each grade level participates regularly in some community service, from drawing pictures to be sent to children's hospitals to asking 4th graders to read to kindergartners.

B. 7th - 12th GRADE.

- Junior high and high school students will focus their activities in existing community organizations. Such students will be expected to involve themselves in these organizations or, alternatively, to create new programs specifically tailored to their individual interests, aptitudes and community needs.

C. THE YES SUMMER INITIATIVE (Summer between 8th and 9th grade).

- During the summer between 8th and 9th grade, young people will be given an opportunity to work in a program jointly designed by students, local governmental leaders and civic leaders to harness the enthusiasm, creativity and energy of young people and focus them on specific local problems.
- The aim of this summer initiative is to expose young people to critical local needs and challenge them to find creative ways of addressing them as a rite of passage to young adulthood, a shared experience that would create an esprit de corps among the young, as well as go a long way toward alleviating pressing community problems. From this point forward, the student will focus community service activities beyond the school and into the community.

D. HIGH SCHOOL - AGE 25.

- Young people in this age group will be challenged to be mentors to other members of the community, particularly younger ones, to serve in existing college or community-based programs, or create new programs to suit their individual needs and gifts.

IX. THE PRESIDENT'S NATIONAL SERVICE YOUTH REPRESENTATIVES.

- The President, on the advice of Governors, will select two college-aged young people from each state with a demonstrated record of extraordinary achievement in the field of community service.
- The mission of the President's National Service Representatives will be to take one full year before or during college or before embarking on a career to travel around their respective regions calling all young people to action, suggesting ways that they too might become involved in community service, and offering examples of successful community programs.
- The President's National Service Representatives can also go into communities to assist in program development and implementation where needed.
- The foundation will arrange for the payment of the living and travel expenses of the representatives during their year of service.

X. THE PRESIDENT'S NATIONAL SERVICE YOUTH LEADERSHIP AWARDS

- The President believes that dynamic and promising young community service leaders should be honored and encouraged. To accomplish this, the President will each year solicit advice from government leaders, schools and colleges, businesses, firms, unions, churches and synagogues, civic groups, service organizations, associations and other individuals and institutions and select as recipients of a special award to be presented at the White House the 1000 most outstanding community leaders between kindergarten and age 25.

XI. FUNDING.

Budget

- | | | |
|----|--|--------------|
| 1. | Point of Light Trust Initiatives
(other than YES) | \$36 million |
| 2. | Design, Marketing and Promotion
(e.g. television and radio spots,
videos, pamphlets, posters, etc.). | \$ 3 million |

3.	Technical Assistance and educational materials (e.g. fundraising counsel, curriculum supplements).	\$ 2	million
4.	Clearinghouse and Volunteer Network (e.g. toll-free number, computer system, volunteer data base, newsletter).	\$ 3	million
5.	Recognition of Outstanding Initiatives and Individuals, and Communication of their Achievements through Mass Media.	\$ 1	million
6.	Administrative Costs (e.g. staff salaries, equipment costs, stationery, printing, postage).	\$ 3	million
7.	Youth Representatives (living and travel expenses only).	\$ 2	million

	TOTAL	\$50	million
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Below is a list of groups and individuals who have met with the Office of National Service regarding a number of national service topics. (April 17, 1989)

An asterisks (*) is placed next to each group who have submitted written comments on the YES initiative.

- ABC
- ACTION
- Advertising Council
- Alliance Development, Inc.
- American Association Retired Persons
- American Association State Colleges and Universities
- American Federation of Teachers
- American Institute for Public Service
- American Society of Association Executives
- AT&T
- Breakthrough Foundation
- Business Month Magazine
- California Conservation Corps
- Campus Compact
- Center for Community Change
- Center for New Leadership
- * Chamber's Working Group:
 - Ray Chambers, Chairman and CEO, Wesray Corporation
 - Peter Flanagan, Managing Director, Dillon-Read
 - Millard Fuller, Exec. Director, Habitat for Humanity
 - Governor Tom Kean (R-NJ)
 - Bill Milliken, President, Cities in Schools
 - Jeremiah Millbank, Chairman, Boys Clubs of America
 - Sybil Mobley, Dean, School of Bus., Florida A&M Univ.
 - Father Bruce Ritter, Founder and Pres., Covenant House
 - Brian Rosborough, President, Earthwatch
 - Jim Rouse, Founder, Enterprise Foundation
 - Reuben Mark, Chairman of the Board, Colgate-Palmolive
- * City Year
 - Clairol Sea Breeze Awards
 - Coalition for National Service
 - College Board
- * Community Service Working Group:
 - Cities in Schools
 - Exodus, Inc.
 - National Office for Social Responsibility
 - National Prevention Implementation Program
 - Pittsburgh Leadership Foundation
 - Princeton Center for Leadership Training
 - Quest International
- * Constitutional Rights Foundation
- COOL
- CORO
- Council for the Advancement of Citizenship
- Council of Chief State School Officers

Council for a Drug Free America
Council on Foundations
Delaware Council on Volunteerism
* Earthwatch
Education Commission of the States
Enterprise Foundation
Equal Employment Opportunity Commission, Evan Kemp
Father Hesburgh (Former President, Notre Dame)
Generations United
Georgetown Volunteer Center
* Peter Gomes, Harvard Minister
Wendell Gunn - HUD
Chaplain Richard Halverson
Independent Education Fund
* Independent Sector
Iona House Senior Services
Jobs for America's Graduates, Inc.
Johnson Foundation - Wingspread
Robert Jones, Assistant Secretary of Labor
* Kellogg Foundation
L.L. Bean
* Hon. Pete McCloskey
March of Dimes
National Alliance of Business
* National Assembly of Voluntary Health
and Social Welfare Agencies:
AFL-CIO, Department of Community Services
American Association of Homes for the Aging
American Camping Association
American Red Cross
Association of Junior Leagues
Big Brothers/Big Sisters of America
Boys Scouts of America
Boys Clubs of America
Camp Fire
Catholic Charities USA
Child Welfare League of America
Council of Jewish Federations
Evangelical Lutheran Church in America
4-H
Future Homemakers of America
Girl Scouts
Girls Clubs
Goodwill Industries of America
National Council of Negro Women
National Mental Health Association
National Council on the Aging
National Crime Prevention Council
National Network of Runaway and Youth Services
NAVHSWA
Salvation Army

Travelers Aid Association of America
Travlers Aid International
United Neighborhood Centers of America
United Seamen's Service
USO (United Service Organizations)
United Way of America
VOLUNTEER - The National Center
Volunteers of America
YMCA of the USA
YWCA of the U.S.A.

National Association of Broadcasters
National Association for Citizenship Participation
National Association for Partners in Education
National Association of Service & Conservation Corp
National Civic League
National Council of Jewish Women
National Crime Prevention Council
National Endowment for Community Renewal
National Federation of High Schools
National 4H Council
National League of Cities
New York Stock Exchange
Operation Civic Serve
Peace Corps
Public Affairs Council
State of Pennsylvania (Secretary of Labor)
People for the American Way
Office of Private Sector Initiatives
President's Executive Exchange
Returned Peace Corps Volunteers
R. C. Cola
Service Corp of Retired Executives Association
Pam Shriver
Small Business Council
Texas War on Drugs
* Tri-sector (Neighborhood Community Learning Centers)
United Way
* Villers Foundation (Senior Citizens)
* VOLUNTEER - The National Center (Governor George Romney)
* Vote America
Adam Walinsky, Police Corps
Governor Booth Gardner (Washington State)
Westinghouse Broadcasting Company
W. T. Grant Foundation
White House Fellows
Youth at Risk
Youth in Environment Service (YES)
* Youth Service America
* Youth Volunteer Corps