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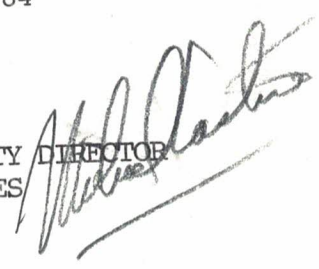
THE WHITE HOUSE

WASHINGTON

March 29, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: MICHAEL P. CASTINE, DEPUTY DIRECTOR
PRIVATE SECTOR INITIATIVES



SUBJECT: EUREKA COLLEGE

This is just to inform you that the President has called me regarding a cash flow problem at his alma mater, Eureka College.

I would appreciate your letting him know that I have been in touch with Dr. Dan Gilbert, the President of Eureka, Bill Verity and various members of the financial community who are willing to try and work out the problems with Dr. Gilbert. Obviously, due to the fundraising nature of this problem, as White House staff we will be limited in our involvement.

I will continue to keep you apprised of the situation.

THE WHITE HOUSE
WASHINGTON

Mr. Deaver - F-20
Winners of Volunteer/
ACTION AWARDS

M. Castine

Bill
when is
his

1984 PRESIDENT'S VOLUNTEER ACTION AWARDS

RECIPIENTS

James F. (Buck) Burshears - LaJunta, Colorado

Mr. Burshears has been involved with the Boy Scouts as a scoutmaster for many years and through the program has been responsible for preserving American Indian traditions and artifacts. He formed the Koshare Indian Dancers which over the past 50 years combine preservation and demonstration of the Indian culture. He was responsible for the development of the Kiva and Museum in LaJunta which contains a \$10 million collection of Indian art and one of the largest Indian lore collections in the world. Over a million people visit the museum annually.

Nick Monreal, Jr. - San Antonio, Texas

Mr. Monreal developed the Teach the Children program ten years ago as a way of providing school supplies to low income children whose families could not afford to supply their children with the basic supplies. Disturbed by the fact that children embarrassed by the lack of supplies simply did not attend school, he started the program in 1976, raising \$350 to assist 284 students. By 1983, the program raised \$105,196 and assisted 9,718 children. No money goes to administration and all of it is raised by telethons, corporate contributions and donations made by individuals in the community. Some schools have reduced absences by as much as 10%.

Friends of Copper Mountain College - Twentynine Palms, California

Copper Mountain College is located in the Morongo basin, an area of 1,800 square miles (larger than the state of Rhode Island) with 40,000 residents living in seven unincorporated desert communities. The nearest college is 70 miles away and several years ago, because of a change in state law, the area lost its ability to generate funds with which to build a community college facility. A group of citizens representing all of the communities came together and decided to build their own college. Beginning with two quilted rugs made to be sold, the group eventually raised \$1,850,000 to build the facility. The buildings, reached by roads also paid for by the campaign, were dedicated in December 1983 and will allow 3,500 students to receive a college level education.

Elizabeth Cooper Terwilliger - Mill Valley, California

For the past 30 years, Ms. Terwilliger has worked six days a week teaching some 8,000 children each year about nature. She visits schools and conducts field trips. In 1975 the Terwilliger Foundation was begun to train volunteer naturalists in her methodology. She starred in five "Tripping with Terwilliger" habitat films developed by Chevron USA and distributed free to classrooms throughout the U.S. She is seen annually by 1 million children in their classrooms and on television features. She has written books for families and was instrumental in the development of 700 acres of private land as a wildlife sanctuary in the Bay Area.

Mr. & Mrs. William L. Barton - Naples Florida

In 1978 the Bartons convened a group of parents in Naples to discuss the problem of drug abuse among the community's youth. Out of that meeting grew Naples Informed Parents. Because of the success of the group and the ensuing national exposure, the Bartons joined with representatives of 20 other states in 1980 to form the National Federation of Parents for Drug-Free Youth. Mr. Barton served as the organization's first president and for a time ran the organization out of their home.

Ray G. Villarreal - El Paso, Texas

Every Sunday for the past 18 years, Mr. Villarreal has fit artificial limbs, braces and orthopedic shoes for crippled children in Juarez, Mexico. At the same time he provides them with soap, toilet tissue and dried staples. He has worked with the Shriner's hospitals in Mexico City and Salt Lake City to conduct periodic orthopedic clinics in Juarez and as a result, orthopedic doctors in Juarez now contribute their surgical services. Each Christmas he contributes nearly 3,000 pairs of shoes to needy children in El Paso with the assistance of the Police and Sheriff's department and provides up to 4,000 pairs for the children of Juarez on his own.

Corporate Angel Network, Inc. - White Plains, New York

The Corporate Angel Network utilizes unused seats on corporate aircraft to provide transportation for cancer patients to cancer treatment centers around the country. CAN was founded by two former cancer patients in 1981 and now involves 250 corporations and several labor unions who provide an average of 20 flights a month. The program is run by 15 volunteers and supported by one paid administrator.

Children of the Night - Hollywood, California

Dr. Lois Lee, a psychologist, founded Children of the Night in 1979 to address the problems of teenage prostitutes in the Los Angeles area. Because many of them are runaways and have no home to return to, they are especially vulnerable to the pimps that prey on the children of both sexes. Children of the Night volunteers distribute hot line cards on the streets of Los Angeles and then provide counseling, assistance with drug withdrawal, return to school and locating employment for the young people attempting to leave prostitution.

Americares Foundation - New Canaan, Connecticut

Through the leadership of the foundation's volunteer director, Robert Macauley, over \$14 million worth of food, medicines and equipment were sent all over the world during 1982. In the past 22 months, 21 major shipments of supplies were sent: medicines to Poland and Pakistan, medical supplies to Lebanon, medicine and food to El Salvador and Guatemala. During the holidays, he sent 5 million candy bars and over 2 million disposable diapers to Poland. Each container bore a large printed label reading "From the kids of the U.S. to the kids of Poland, with love."

Irene Auberlin - Detroit, Michigan

Mrs. Auberlin founded World Medical Relief in 1953 to provide unused samples of medicines from American companies to clinics and hospitals overseas. During the past 30 years nearly half a billion dollars worth - or 6,000 tons - of drugs and equipment have gone to missionary doctors, hospitals and clinics worldwide. The administrative costs are 1.5% of the total contributed and all printing, maintenance, are donated as were the operation building and trucks. No equipment or supplies are purchased; all are donated.

Delaware Vietnam Veterans Leadership Program, Wilmington, Delaware

The Delaware VVLP was initiated in 1981 to serve the veteran community, with a special emphasis on the state's 25,000 Vietnam-era veterans. Through a buddy system, over 200 volunteers work with unemployed and underemployed veterans. Through the efforts of the volunteers and the VVLP newsletter, state corporations are solicited to train and hire veterans. As of December 1983, the VVLP was responsible for placing over 55 veterans into unsubsidized jobs.

Chris Stout - Lynnwood, Washington

When Mrs. Stout and her family moved to a farming community in Washington, she learned of the food left to waste in the fields after harvest. In order to help feed her family, she began gleaning and soon learned to can and preserve the gleanings for the winter months. Because there was still so much food left, she began involving others in the process. She then established a used clothing shop to provide necessities for small families and taught others how to preserve the food they gleaned. The program now has 150 permanent participants.

Knights of Columbus Supreme Council - New Haven, Connecticut

The KofC is best known for its giving to charitable causes. In 1982 the organization collected and disbursed over \$52 million to charitable and benevolent causes. In addition, members of the organization and their families contributed over 13 million hours in community service. Nearly 8,000 councils sponsored over 224,000 local events such as community cultural, ethnic or social events, benevolent or fundraising events or educational and religious events.

Volunteer for Minnesota - St. Paul, Minnesota

VFM was developed in 1981 to address the shortages resulting from revenue cutbacks in the state budget. Although the Minnesota Office on Volunteer Services had been a resource for increasing community services through citizen involvement, it became apparent that the only way new community needs could be met was through local cooperative efforts. Handbooks, manuals, slide shows and brochures have been developed to promote the idea. To date 25 communities representing 700,000 citizens are participating. Among the early results are stronger service networks, a better cross-section of citizens involved in the planning and the sharing of resources to work on common problems.

Tom Rader - Dos Palos, California

Although he lost both legs and arms in a mortar attack in Vietnam, Mr. Rader has served as volunteer probation officer in this rural community for over eight years. Several years ago he developed and now supervises and maintains a juvenile work program to provide an alternative to sentencing for youthful offenders. He developed a program where inmates at San Quentin counsel delinquent juveniles and established a neighborhood watch program in the city of Dos Palos.

Glenn Williams - Seattle, Washington

Since his release from Alcatraz (where he had been sentenced for bank robbery) in 1963, Mr. Williams has volunteered to help released convicts and to assist families of men and women in prison. Soon after his release he volunteered with Job Therapy Corporation, served on its board and then resigned to form Attica, Inc., a nonprofit organization which furnished weekly transportation for families of inmates. He formed Teen Intercept to work with teenagers involved with drugs. He has addressed church congregations, civic organizations and business organizations. All of his work in this area has been as a volunteer.

San Diego-Imperial Counties Labor Council, AFL-CIO
San Diego, California

The San Diego-Imperial Counties Labor Council joined with the United Way, the Regional Employment Training Consortium and the Employment Development Department to form the Unemployment Information and Assistance Center. Involving over 350 union volunteers, the program provides foodstuffs to unemployed union members, rides to medical appointments and special assistance in the union office in managing the assistance program. In all, over 35 tons of food was distributed in 1983.

Armco Inc. - "Laid-Off Employees Assistance Program (LEAP)"
Middletown, Ohio

LEAP was formed by a group of blue and white collar workers to assist some 1,150 steelworkers laid off at Armco's Middletown Works in 1982. The immediate goal was to provide food certificates for the holiday season and the long range goal was to raise \$250,000 to assist those who had been laid off through the winter months. By the end of the fundraising project, over \$278,000 had been raised. LEAP volunteers made arrangements with supermarkets to provide food discounts for the unemployed, provide counseling with personal and financial problems brought on by unemployment and set up a job-matching committee.

Levi Strauss & Co.
San Francisco, California

Employee volunteer activities at Levi Strauss are coordinated through the Community Affairs Department and center around Community Involvement Teams (CITs). Through the CITs, employees can become involved in either short-term projects or in long-term activities. Approximately 7,500 Levi Strauss employees were involved in activities through over 70 CITs in 52 communities in 14 states. The company provides assistance in the development of teams, consults in the assessment of community of needs and in project design, conducts special activities for company retirees and makes contributions ranging from \$500 to \$1,500 to organizations with which employees are active.

THE WHITE HOUSE

WASHINGTON

March 8, 1984

MEMORANDUM FOR CRAIG FULLER

FROM: MICHAEL P. CASTINE, DEPUTY DIRECTOR
PRIVATE SECTOR INITIATIVES

SUBJECT: LINCOLN/CHENEY UNIVERSITY EDUCATION PROJECT

Unfortunately, the problems in securing the \$5 million federal dollars to guarantee Provident Mutual Insurance Company's donation of its \$40 million dollar corporate headquarters in Philadelphia to the two black universities have not been resolved.

The Department of Education is asking the Philadelphia Urban Education Project to submit grant proposals to compete for the money. This is not exactly what was anticipated when the partnership was established. Money borrowed against the anticipated \$5 million becomes due in June and the colleges will have a difficult time repaying the loan. Governor Thornburgh's office suggests future political problems in the Philadelphia area if this is not resolved soon.

Please recommend the next steps.

Thank you.

cc: M. Deaver ✓
J. Coyne
D. Clarey
J. Wright

THE WHITE HOUSE

WASHINGTON

March 6, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES K. COYNE *JKC*
Special Assistant to the President
Private Sector Initiatives

SUBJECT: D.C. Artist - Eddie McKinnon

This is further to my memo of February 7, 1984 on the efforts of the private sector to re-establish Eddie McKinnon, the artist whose Washington art gallery burned on the evening of January 27 while he was being honored by WASHINGTONIAN MAGAZINE as one of the 22 Washingtonians of the Year.

Maestro Mstislav Rostropovich, Director of the National Symphony Orchestra, was a fellow honoree that evening and pledged to give a benefit concert to help Eddie rebuild.

On March 1, 1984 at St. Luke's Catholic Church in Southeast Washington, Maestro Rostropovich performed a rare cello solo performance before an audience which included neighborhood children, senior citizens, and civic, government and business leaders. The benefit raised over \$8,000.00

The part the President played was very favorably commented upon by Maury Povich of Metromedia Channel 5 who hosted the event, and also was included in a Proclamation presented to Eddie by Mayor Barry. Eddie thanked the President publicly and presented a framed print which was salvaged from the fire for the President and flowers for the First Lady. The print was sent to the gift office and we have acknowledged the gifts with a letter from President Reagan to Eddie McKinnon.

The President has seen _____

THE WHITE HOUSE

WASHINGTON

January 31, 1984

MEMORANDUM FOR MICHAEL K. DEEVER, DEPUTY CHIEF OF STAFF

FROM: JAMES K. COYNE, SPECIAL ASSISTANT TO THE
PRESIDENT, PRIVATE SECTOR INITIATIVES

SUBJECT: NATIONAL CARE AND SHARE DAY

As you know, President Reagan proclaimed December 19, 1983 as "National Care and Share Day" to encourage citizens across the country to donate food to their less fortunate neighbors. It also showed appreciation for America's generosity, voluntarism and private initiative to help the needy.

Individuals were requested to donate an item of food through their local retail food market, and food producers and distributors were encouraged to contribute their products to local food banks. Civic organizations such as the Lions Club, and to a lesser degree, the Rotary International, Jaycees and Kiwanis International transported food boxes from retail food stores to local food banks, churches, or other food distribution points for ultimate distribution to needy families. The National Council of Churches transported food from food wholesalers and retailers to food banks and to local food distribution points. Working Partners of the Republican National Committee notified local committee chairpersons across the country who mobilized and assisted in "National Care and Share Day".

Participating in this effort, which was coordinated by the White House Office of Private Sector Initiatives, were 368 corporations and 10 food trade associations. Millions of pounds of food were distributed.

This office will encourage efforts of this type to be continued year-round and recommend that "National Care and Share Day" be proclaimed again on December 19, 1984. We will follow-up this recommendation in a timely manner.

Attached are copies of some publicity and correspondence which we received as a result of this program.

Coffey County, Kansas
Republican Central Committee

Contact:
Jeff Freeman
(316) 964-2466

December 19, 1983

FOR IMMEDIATE RELEASE

Burlington - In response to President Ronald Reagan's request for a renewed spirit of volunteerism to help needy families in the United States, Coffey County Republican Chairman, Steve Smith, announced today the formation of "Coffey County Cares And Shares". This organization will be responsible for the collection of food and clothing for those in need this holiday season. Heading the committee will be Jeff Freeman, LeRoy, and Marilyn Vaughn, Burlington.

Food from the project will be given to Coffey County Resource Council and distributed by ECKAN. Anyone interested in helping with this program may contact Jeff Freeman at (316) 964-2466 or Marilyn Vaughn at (316) 364-5761.

To date there are about 250 families that fall below the 100% poverty level living here in Coffey County. The majority of these people are over 65 and living on fixed incomes. Freeman said, "Unfortunately, many are forced to cut back on essential food items because of rising fuel costs and the lingering effects of past inflation and high interest rates of the Carter years.

Coffey County, Kansas
Republican Central Committee

December 16, 1983

Dear Fellow Republican:

Will you help in making a brighter Christmas for needy families in Coffey County? To date there are about 250 families that fall below the 100% poverty level living here in Coffey County. The majority of these people are over 65 and living on fixed incomes. Unfortunately, many are forced to cut back on essential food items because of rising fuel costs and the lingering effects of past inflation and high interest rates of the Carter years.

From the beginning of his administration, President Ronald Reagan has called for a renewed spirit of volunteerism in America. We have always believed as Republicans that government should only do for people what they cannot do for themselves and that which cannot be done by volunteer efforts. The President knows that our country's overburdened taxpayers cannot afford any more bloated social programs that spend more money on administration of the programs than they do on helping people.

We need your help in responding to the President's call.

Under the direction of our Republican Chairman, Steve Smith, we have set up a committee called, "Coffey County Cares & Shares". We are asking each of you to fill one box full of canned food items from your neighbors, offices or friends. Money donated will be used to purchase perishable food items before Christmas.

Please don't let the President down!

Wishing you a happy holiday season,



Jeff Freeman
Co-Chairman
Coffey County Cares & Shares
(316) 964-2466



Marilyn Vaughn
Co-Chairman
Coffey County Cares & Shares
(316) 364-5761

NOTE: Coffey County is made up of small farming communities in Southern Kansas.

Roswell Daily Record
**'Care, share' day
set for Monday**

12-18-83

WASHINGTON (AP) — President Reagan will proclaim Monday "National Care and Share Day" during which Americans will be encouraged to donate free food to feed the hungry, a spokesman said Saturday.

Marlin Fitzwater, the spokesman, said the day will "highlight volunteer efforts" by citizens and private industry. The federal government will not be involved, except for the presidential proclamation, he said.

Grocery stores around the country have been asked to set up bins where shoppers can deposit non-perishable food for distribution to the needy. Service organizations such as the Lions, Kiwanis and Jaycees Clubs will pick up the food and distribute it to food banks.

Fitzwater said similar programs have gone on for a number of years, particularly at the local level, but 1984 is the first year Reagan has signed such a proclamation.

Karen Brown, a spokeswoman for the Food Marketing Institute, a supermarket trade group, said the

organization had asked its members to participate in the project at the behest of the White House. She said she had no idea how many stores would set up bins.

Earlier in the week, there was confusion over whether care and share day would take place, according to Ms. Brown. That confusion apparently led some stores to stop planning for the food collection, she said.

On Tuesday, for example, the Republican National Committee circulated a letter to GOP House and Senate staffs on Capitol Hill, asking each office to contribute food.

But Robin Gray, another White House spokesman, said at the time he knew nothing of the proclamation.

Betty Heitman, the co-chairman of the RNC, said the food drive had been planned before presidential counselor Edwin Meese III made his controversial remarks Dec. 8 about hungry

Meese said he had heard of no "authoritative figures" to confirm reports of hungry children, and suggested some people go to soup kitchens because the food is free.



NOON LION Eugene Williams (right) and store director Mike Saldivar accept food donations at H.E.B. Food Store No. 2 in conjunction with National Care and Share Day Monday. Throughout the Coastal Bend, H.E.B. Stores and Lions Clubs are collecting food for local families in need this Christmas season. (Photo by Stipp)



SHARING the spirit of Christmas are Mrs. Pete Gallegos (right) and Mrs. Orelia Guerrero, members of the Evening Lioness Club, as they manned the Care and Share Day baskets at the downtown HEB store. Over 500 pounds of food was collected and taken to the Food Pantry which will distribute it to needy families. (Photo by Rabbitt)

1021 14TH STREET N.W. • WASHINGTON D.C. • 20005

(202) 638-7300

UNITED
PLANNING
ORGANIZATION

Sec. SERV.



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THERMAN WALKER

January 5, 1984

*- Edie
- Highlighted*
ERNEST PETE WARD
Executive Director

The President
Ronald W. Reagan
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. President:

During the month of December, 1983, you graciously requested that all Americans reach out to the less fortunate among us and demonstrate an active spirit of caring and sharing.

Certainly many heeded your request. Some persons, probably stimulated by your concern for the "least of us", participated in sharing with strangers for the first time.

However, I feel that you should be made cognizant of one of the smaller, but special, U.S. Federal agencies that reflects your concern for the less fortunate on a daily basis. That agency is the U.S. Secret Service (our finest).

Without public/media fanfare, the caring and concerned men and women of the U.S. Secret Service co-sponsored with the United Planning Organization (UPO) a Christmas Program for some 300 less fortunate District of Columbia children and youth, including those of homeless families.

The U.S. Secret Service not only underwrote the cost of a class/quality gift for each child but enthusiastically presented...a magician and magic show; led the very soulful song-fest of Christmas Carols; and along with a bevy of our finest as helpers, passed out hundreds of gifts to anxious children.

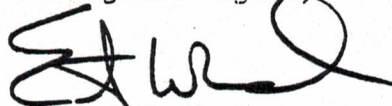
Mr. President, you really had to see the joyous celebration of each child in opening those unexpected gifts...It was a very warming sight-to-behold. This was all made possible by our U.S. Secret Service.

In addition to the above, our finest donated a check of \$1,000 to the UPO Neighborhood Based Computer Project. (This new project recently graduated 30 inner city computer literate children, youth and adults).

The United Planning Organization, the children and their families are most appreciative of the commitment of caring that Jack Smith, Assistant to the Deputy Director of Public Affairs, U.S. Secret Service and its employees shared with us during the Christmas of 1983.

Mr. President, on behalf of UPO, I wish you, Mrs. Reagan, and your family, a very happy and prosperous new year.

In highest regard,

A handwritten signature in black ink, appearing to read 'E. P. Ward', written in a cursive style.

Ernest P. Ward
Executive Director

Enclosure (1) - Summary of UPO Programs
for Fiscal Year 1984

cc: U.S. Secret Service

December 14, 1983

Mr. John Fitch
Office of Private Sector Initiatives
Room 190
Old Executive Office
The White House
Washington, D. C. 20500

Dear Mr. Fitch:

General Mills is pleased to provide summary information on private sector initiatives as they relate to the company's support of food banks in Minnesota and throughout the country. We are especially pleased that the President will be declaring December 19 as "National Care and Share Day." We also hope that the occasion will focus national attention on food banks as a significant way to assure that this nation's abundant supply of food is effectively distributed to those in genuine need -- a system which, in our experience, is remarkably free of bureaucratic red tape and waste.

In the 1983 calendar year, General Mills contributed approximately 900,000 pounds of food through various food bank networks. This is in contrast to the 600,000 pounds contributed the year before, and the 1,500,000 pounds we expect to contribute in 1984.

We are accelerating contributions this winter through two separate efforts:

1. We will be donating 10,000 pounds of food in the pre-Christmas period to food shelves in the greater Minneapolis area, headquarters of General Mills.
2. In February, as part of a broader statewide effort, we are donating 100,000 pounds of food to Minnesota Foodshare, the state organization. The overall goal for area corporations is one million pounds, and General Mills is thus committed to supply 10 percent of the total.

Locally, General Mills has "loaned" an experienced food distribution manager to the state-wide Minnesota food bank network. He has assisted its member food banks develop thoroughly safe and efficient food distribution and handling systems.

We have also provided technical assistance to food bank operations in those communities where General Mills has food plants or distribution centers; specifically: the Twin Cities; Chicago; Los Angeles; Dallas; Addison, Texas; Denver; Buffalo; Toledo; Baltimore; Great Falls, Montana; Cedar Rapids, Iowa; and Kansas City, Missouri.

We think this assistance is critically important. As food banks seek new donor sources and work to strengthen relationships with a variety of publics, the professionalism and competence with which food banks handle donated product has a major bearing on the willingness of companies to participate.

Mr. John Fitch
Page 2
December 14, 1983

In addition, we have a senior food production executive serving on the Board of Second Harvest, the national food bank organization. And, we have been an active member of the food bank committee of the Grocery Manufacturers Association, which has promoted participation in food banks among its member companies.

General Mills' commitment to serving the hungry through a responsible, responsive food bank system is wholly consistent with the company's belief that the private sector can help find solutions to pressing social problems. The private sector can make an important difference in activities that transcend traditional check-writing philanthropy, a belief we share with President Reagan.

Sincerely,

Austin P. Sullivan, Jr.
Vice President of Public Affairs
General Mills, Inc.
P. O. Box 1113
Minneapolis, Minnesota 55440

APS/hm



Recolte of Belgium Preserves, Inc.

1101 State Rd. Bldg. E
Princeton, New Jersey 08540

(Out of State) 800-257-6278
Telephone 609/921-3909
Telex RCA 244025

December 20, 1983

Ms. Edith Westermann
Room 190
The White House
Washington, D.C. 20500

Dear Ms. Westermann,

As you suggested in our telephone conversation, I contacted the Community Food Bank of New Jersey (in Newark).

Although a small company, we have decided to contribute 60 cases (720 16 oz jars) of our premium quality fruit preserves.

Recolte of Belgium Preserves, a wholly-owned subsidiary of Materne-Confilux of Belgium, is happy and pleased to have had this opportunity to join other organizations in making President Reagan's "National Care & Share Day" a success.

On behalf of Recolte of Belgium Preserves, I wish you and your co-workers a very Happy New Year.

Sincerely,

Khosrow Foroughi
Sales Manger

KF/lah

c.c.: Marvin Lee Couture
Executive Assistant
National Food Distributors Assoc.
111 East Wicker Drive
Chicago, IL 60601



NEWS RELEASE

For Release: December 19, 1983

Contact: Linda Chu Takayama
Phone: (202) 337-9400

Washington, D.C. - The Grocery Manufacturers of America (GMA) supports President Reagan's plan to encourage private sector efforts to provide food assistance to the needy through food banks by declaring a National Care and Share Day. Many of our members, representing the country's largest food manufacturers, have already agreed to participate by making special contributions of products and cash on December 19.

The Administration's promotion of private sector initiatives has been particularly helpful to GMA's long-standing support of food banking. Most recently, the Administration has taken steps to remove a major roadblock to food bank donations by seeking a revision of tax policies that currently penalize donors for giving food away, but not for dumping it, in some cases.

GMA is the trade association for the leading manufacturers of food and nonfood products sold in retail outlets throughout the U.S. Our members directly employ over 2.5 million people and have total annual sales in excess of \$200 billion.

-#-

0414J

GENERAL MOTORS CORPORATION
GENERAL MOTORS BUILDING
DETROIT, MICHIGAN 48202

ROGER B. SMITH
CHAIRMAN

December 22, 1983

The President
The White House
Washington, DC 20500

Dear Mr. President:

In view of your proclamation calling for Monday, December 19, as a National Care and Share day, I wanted to share with you the efforts of General Motors and its people in this regard.

On Friday, December 23, we will announce the results of our second GM-UAW Care and Share program this year. It was a four-week effort and more than two million cans of food and \$660,000 were contributed by our employees. The corporation, through a one-for-one match on donations and \$.50 per can, contributed an additional \$1.7 million to the effort.

Earlier this year, we conducted our first Care and Share program for an eight-week period. Its impact netted four million cans of food and \$4.6 million to assist in feeding the less fortunate in our plant communities.

In total, we estimate the entire effort produced the equivalent of some 20 million cans of food.

Needless to say, I am proud of the efforts of our people, especially for such a humanitarian cause. I hope that through your initiative other businesses and industries will respond positively.

Best wishes to you and Mrs. Reagan during this holiday season.

Sincerely,

S

December 20, 1983



Ms. Maxine Lee Couture
Executive Assistant
National Food Distributors Association
111 East Wacker Drive
Chicago, Illinois 60601

Dear Maxine:

Just two days prior to receiving your letter regarding "NATIONAL CARE & SHARE DAY", Jackie's Kitchen donated 310/2 lb. fruit cakes to St. Anthony's Dining Room in San Francisco. My fruit cakes wholesale for \$9 each, which would bring our donation to \$2,790.

I am sure St. Anthony's would be considered as a Food Bank Location. They provide a hot meal for an average of 2000 needy men, women and children a day. On Thanksgiving this year, they made meals for 5,215. Christmas will also be a very busy day for them.

"NATIONAL CARE & SHARE DAY" is a beautiful idea. I am delighted to have been able to "share".

Warmest wishes for a Happy Holiday.

Warm regards,

Jackie
Jackie McIntosh

DEC 27 1983



HADDON HOUSE

FOOD PRODUCTS INC.

DEC 27 1983

Finest of Fine Foods

P.O. Box 398 • 250 Old Marlton Pike • Medford, NJ 08055

(609) 654-7901 • (215) 923-0536

Telex #902107 • Cable HHFPROD

December 21, 1983

National Food Distributors Association
111 East Wacker Drive
Chicago, Illinois 60601

Attention: Ms. Maxine Couture

Dear Maxine:

We, at Haddon House, do participate in the Food Bank program on a continuing basis. We are pleased to see our association, along with President Reagan, likewise supporting it.

Best wishes for the holiday season from all of us to all of you.

Sincerely,

Harold Anderson

HA/gb

DEC 22 1983

NAMAR FOODS, INC.

3350 V STREET, N.E.

WASHINGTON, D. C. 20018

Phone: (202) 526-7340

December 19, 1983

National Food Distributors Assoc.
111 East Wacker Drive
Chicago, Illinois 60601

Attn: Maxine Lee Couture

Dear Maxine,

In response to your letter of December 12, 1983 regarding "National Care & Share Day" we have delivered the following merchandise to the Washington D.C. Food Bank.

- [1] 870 lbs. Assorted salad dressings
- [2] 48 lbs. Cottage cheese
- [3] 38 lbs. Yogurt

We are most happy to have been able to serve this worthy cause.

Sincerely,

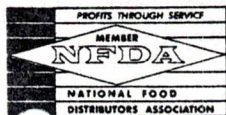

Dick Rosen
Executive Vice President

DR/lh



NATIONAL FOOD DISTRIBUTORS ASSOCIATION

111 East Wacker Drive / Chicago, Illinois 60601 / (312) 644-6610 / Telex: SBA 254073



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EXECUTIVE ASSISTANT
Maxine Lee Couture

VICE PRESIDENT INDUSTRY AFFAIRS
Arthur Klawans

December 12, 1983

Active & Associate Member Principal Representatives
National Food Distributors Association

Dear Members:

The NFDA office received a telephone call this morning from:

Mr. John Fitch, Deputy Director
Office of Private Sector Initiatives
Room 190
Old Executive Office Building
The White House
Washington, DC 20500

Mr. Fitch advised that President Reagan has proclaimed Monday, December 19th as "NATIONAL CARE & SHARE DAY".

In response to this proclamation, all companies in the food industry are being requested to make a food donation on December 19th to their local food banks.

Interested members may contact Mr. Fitch at 202/456-6204 for further information, including the locations of the food banks nearest you.

It would be appreciated if those members who do participate in this program, so advise the NFDA.

Many thanks and best regards.

Cordially,

Maxine Lee Couture
Executive Assistant

MLC:cb

cc: J. Fitch ✓



THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS

(Lions Clubs International.)

300 22nd Street/Oak Brook, Illinois 60570/(312) 986-1700

From the office of
DR. JAMES M. "JIM" FOWLER
President

JOIN HANDS IN SERVICE

December 9, 1983

Dear District Governor:

We have received an urgent request from The White House and have been asked to pass this information on to you. On Friday, December 16, President Reagan, on nationwide television, will declare Monday, December 19, 1983 as "National Care and Share Day." The Lions have been requested to cooperate in making this national program a success.

In his television address, President Reagan will ask all retail food stores to provide receptacles where individuals may deposit food items which they are willing to donate to the needy. At the same time a nationwide network of Food Banks has already been established. The Lions of the U.S. are asked to cooperate on Monday, December 19 in helping to transport these food items from the food stores to the nearest Food Bank. In the event the nearest Food Bank is not known to you, you may contact the Office of Private Sector Initiatives at The White House, telephone (202) 456-6204 to determine where a Food Bank exists. The contact person at this office is Mr. John Fitch.

Although we have very little lead time I am counting on your cooperation in contacting a number of your key Lions to help coordinate and participate in this service to our fellow man. Together we can JOIN HANDS IN SERVICE and make this Christmas truly a time of peace.

Sincerely,

Dr. Jim Fowler
Dr. Jim Fowler

EXECUTIVE OFFICERS
Fiscal Year 1983-84

PRESIDENT
DR. JAMES M. "JIM" FOWLER
2019 State Street
Little Rock, Arkansas, 72201 USA

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Riverside, New Jersey

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Quincy, Republic of the Congo

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Waco, Texas, USA

WILLIAM L. "BILL" BIGGS

Omaha, Nebraska, USA
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EICHI TANIGAWA
Kappeln, Japan

DR. MUNIP TARHAN
Istanbul, Turkey

JAKE F. WATSON

Camden, South Carolina, USA

ADMINISTRATIVE OFFICERS

ROY SCHATZEL

Chicago, Illinois, USA

ELSA VAINTZETTEL

Secretary and Treasurer

Cable Address: "LIONSINTL"

Telex: 29726 LION OF

TTY: (312) 323-6533 (for deaf)



**NATIONAL
GROCERS
ASSOCIATION**

Headquarters Office
1825 Samuel Morse Drive
Reston, Virginia 22090

Public Affairs Office
1910 K Street, N.W., Suite 700
Washington, D.C. 20006

(703) 437-5300

December 13, 1983

The Honorable Ronald Reagan
The White House
Washington, D.C.

Dear Mr. President:

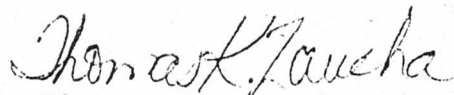
The National Grocers Association is pleased to endorse and support "National Care and Share Day."

As a result of John Fitch's request from the White House Office of Private Sector Initiatives, N.G.A. has urged the full support and cooperation of its membership in making "National Care and Share Day" a success. On December 8, N.G.A. sent the enclosed letters to 1650 independent retail food firms, 66 retailer-owned cooperative wholesalers, who serve over 28,000 independent retail food stores, 106 food manufacturing firms, and 51 state and local food associations representing approximately 40,000 food stores. Already we are beginning to receive responses of support for "National Care and Share Day" to make this holiday time of year a better one for those in need.

N.G.A.'s program, "Holiday Giving Is A Year Round Need" has been working throughout the year to establish greater food industry support for local food banks. "National Care and Share Day" merits the industry's support.

Our sincere best wishes for a happy holiday season for all and an overwhelming successful "National Care and Share Day."

Sincerely,



Thomas K. Zaucha
President

TKZ:ksa

Enclosures

bcc: John Fitch

**NATIONAL
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Reston, Virginia 22090

Public Affairs Office
1910 K Street, N.W., Suite 700
Washington, D.C. 20006

(703) 437-5300

December 8, 1983

Dear N.G.A. Association Executive:

The National Grocers Association has just been asked by the White House of Private Sector Initiatives to encourage your support for "National Care and Share Day."

President Reagan is declaring December 19, 1983, "National Care and Share Day" to encourage private sector food product donations to local food banks on behalf of the needy during the holiday season. You will recall that N.G.A.'s program, "Holiday Giving Is A Year Round Need," has effectively coordinated N.G.A. member support for local food banks operations with the White House.

N.G.A. joins with President Reagan in the spirit of holiday giving to foster public support for food and grocery donations on December 19. As we learned last year, many state and local associations have active working relationships with local food banks. We would hope that you would take this opportunity to advise your members of the President's program for contributions to your local food bank.

Please advise N.G.A. of your willingness to participate in "National Care and Share Day," so that your private sector support and contributions can be reported to the White House for acknowledgement.

Our sincere best wishes for a Happy Holiday Season.

Sincerely,

Thomas K. Zaucha
President

Reply to: National Grocers Association
Public Affairs Department
1910 K Street, N.W.
Suite 700
Washington, D.C. 20006
202/955-8400

**NATIONAL
GROCERS
ASSOCIATION**

Headquarters Office
1825 Samuel Morse Drive
Reston, Virginia 22090

Public Affairs Office
1910 K Street, N.W., Suite 700
Washington, D.C. 20006

(703) 437-5300

December 8, 1983

Dear N.G.A. Retailer:

The National Grocers Association has just been asked by the White House Office of Private Sector Initiatives to encourage your support for "National Care and Share Day."

President Reagan is declaring December 19, 1983, "National Care and Share Day" to encourage private sector food product donations to local food banks on behalf of the needy during the holiday season. You will recall that N.G.A.'s program, "Holiday Giving Is A Year Round Need," has effectively coordinated N.G.A. member support for local food banks operations with the White House.

N.G.A. joins with President Reagan in the spirit of holiday giving to foster public support for food and grocery donations on December 19. We would hope that you would take this opportunity to donate useable store products and/or collect contributions from consumers for contributions to your local food bank or community charity.

Please advise N.G.A. of your willingness to participate in "National Care and Share Day," so that your private sector support and contributions can be reported to the White House for acknowledgement.

Our sincere best wishes for a Happy Holiday Season.

Sincerely,

Thomas K. Zaucha
President

Reply to: National Grocers Association
Public Affairs Department
1910 K Street, N.W.
Suite 700
Washington, D.C. 20006
202/955-8400

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GROCERS
ASSOCIATION**

Headquarters Office
1825 Samuel Morse Drive
Reston, Virginia 22090

Public Affairs Office
1910 K Street, N.W., Suite 700
Washington, D.C. 20006

(703) 437-5300

December 8, 1983

Dear N.G.A. Retailer-Owned Executive:

The National Grocers Association has just been asked by the White House Office Of Private Sector Initiatives to encourage your support for "National Care and Share Day."

President Reagan is declaring December 19, 1983, "National Care and Share Day" to encourage private sector food product donations to local food banks on behalf of the needy during the holiday season. You will recall that N.G.A.'s program "Holiday Giving Is A Year Round Need" has effectively coordinated N.G.A. member support for local food banks operations with the White House.

N.G.A. joins with President Reagan in the spirit of holiday giving to foster public support for food and grocery donations on December 19. We would hope that you would take this opportunity to examine your warehouses supplies for contributions to your local food bank.

Please advise N.G.A. of your willingness to participate in "National Care and Share Day," so that your private sector support and contributions can be reported to the White House for acknowledgement.

Our sincere best wishes for a Happy Holiday Season.

Sincerely,

Thomas K. Zaucha
President

Reply to: National Grocers Association
Public Affairs Department
1910 K Street, N.W.
Suite 700
Washington, D.C. 20006
202/955-8400

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1825 Samuel Morse Drive
Reston, Virginia 22090

Public Affairs Office
1910 K Street, N.W., Suite 700
Washington, D.C. 20006

(703) 437-5300

December 8, 1983

Dear N.G.A. Associate Member:

President Reagan is declaring December 19, 1983, "National Care and Share Day," to encourage donations to food banks for the needy during the holiday season. The White House Office of Private Sector Initiatives has requested the National Grocers Association to advise its members about this special drive.

I recognize the leadership role of the industry has taken in supporting food banks, and hope that you will take this opportunity to lend a hand on December 19. You will recall that N.G.A.'s program, "Holiday Giving Is A Year Round Need," has effectively coordinated N.G.A. member support for local food banks operations with the White House. Please advise the N.G.A. staff of your effort, so that it can acknowledge and publicize your contribution.

My sincere best wishes for a Happy Holiday Season.

Sincerely,

Thomas K. Zaucha
President

Reply to: National Grocers Association
Public Affairs Department
1910 K Street, N.W.
Suite 700
Washington, D.C. 20006
202/955-8400

THE WHITE HOUSE
WASHINGTON

27 January 1984

Memorandum for Michael K. Deaver

From: Michael P. Castine, Deputy Director
Private Sector Initiatives

Subject: Grenada, Cunard Cruise

On Wednesday the Cunard announced from the White House that they were returning cruise ship service to Grenada.

Barry Buckser of Rockville, Maryland area, and his wife and daughter are manifested on the cruise ship, Cunard Countess, which just added Grenada to its itinerary.

Buckser feels that he had no choice in this decision and his family should not be subjected to a military situation as part of their vacation because of the President's political policies.

Buckser went so far as to call the Chairman of the Board of Cunard lines in London to determine why the Cruise line added Grenada as a port of call. White House influence was the response.

In addition, Buckser received confirmation of live ammunition on Grenada from the Departments of State and Defense.

To voice his opposition to the Grenada stop-over, Buckser notified a Wall Street Journal reporter (Lescaze); written 500 letters of protest to NY and D.C. based travel agents, printed 100 T-shirts protesting against Cunard and the President, contacted Senator Tribble's office, and plans to hang a banner on the side of the ship as it enters the Grenada port.

Cunard's side of the story is that Buckser knew 7 months ago that the ship might go to Grenada. No other complaints have been lodged against the company from the 800 other passengers. Other cruise packages were offered to Buckser and were refused. Cunard has revoked his tickets as of this moment.

Buckser is now seeking assistance in getting back on the manifest.

It appears to be a problem between a private citizen and a commercial company. The only downside for the administration is whether or not the press buys buckser's story.

Please Advise.

file

Craig

F4I

*Make
get we've got
Coyne*

under control

*he's doing
fine work*

THE WHITE HOUSE
WASHINGTON

27 January 1984

B MKD
Re: private matter. Based on these facts I see no basis for any WH. action
1/27
Michael P. Castine

Memorandum for Michael K. Deaver

From: Michael P. Castine, Deputy Director
Private Sector Initiatives

Subject: Grenada, Cunard Cruise

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Buckser is now seeking assistance in getting back on the manifest.

It appears to be a problem between a private citizen and a commercial company. The only downside for the administration is whether or not the press buys buckser's story.

Please Advise.

1/27 2:23

THE WHITE HOUSE
WASHINGTON

January 16, 1984

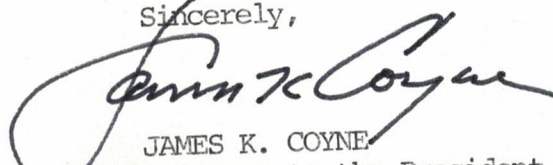
file

Dear Mike:

I am pleased to send you a personal supply of stationery for official use by members of the President's Advisory Council on Private Sector Initiatives. I encourage you to utilize this stationery for all matters pertinent to the activities of the Advisory Council. As a reminder, postage is required for all mailings.

In addition to the stationery, business cards have been ordered and will also be sent to you as soon as I receive them. I hope this is helpful to you. If there is anything else I can do, just let me know.

Sincerely,



JAMES K. COYNE

Special Assistant to the President
for Private Sector Initiatives

The Honorable Michael K. Deaver
Assistant to the President
Deputy Chief of Staff
The White House
Washington, D.C. 20500

PRESIDENT'S ADVISORY COUNCIL ON
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PRESIDENT'S ADVISORY COUNCIL ON
PRIVATE SECTOR INITIATIVES

THE WHITE HOUSE
WASHINGTON
January 13, 1984

F41

file

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES K. COYNE

SUBJECT: JOB-A-THONS

Attached is a copy of an article on Job-A-Thons that appeared in the December 31-January 6, 1984 issue of TV Guide. The White House Office of Private Sector Initiatives has become a clearing house of sorts for Job-A-Thons. TV Stations and Radio Stations anticipating production of Job-A-Thons generally contact our office and request information. We supply general information such as the PSI Fact Sheet, advise them about the availability of President Reagan's generic tape, and also specific information about the way Job-A-Thons have been handled by previous producers.

The local publicity on Job-A-Thons is always very positive. The common thread almost consistently is one of communities uniting in a common goal.

President Reagan's willingness to make telephone calls always gets the most favorable comments both from the station producing the Job-A-Thon and from the local print media. I want to take this opportunity to thank the President for his generous participation in making Job-A-Thons successful.

THESE SHOWS MAY HAVE A JOB FOR YOU

Video jobathons may not be a cure for unemployment, but they do help some people find work

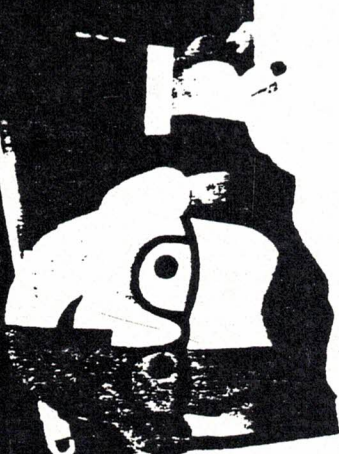


Photo © L. Brown

By Paul Dreesch

Springfield, Va., emt-alther Valerie Dragon was looking for work last May. The funeral home that had employed her had changed owners two months earlier, and when that happened her job "went South." So what did Dragon do? She decided to take her case to the people—by appearing on "Virginia Job Day," a five-hour "jobathon" that aired on the Old Dominion's seven PBS stations last May 21.

Produced in conjunction with the Virginia Employment Commission, "Job Day" is one of more than 50 "electronic help-

wanted pages" that have turned up around the country in the last year and a half. What jobathons try to do, simply, is match people with jobs. And the way they try to do it is equally simple: job seekers go before TV cameras for about 30 seconds (sometimes live, sometimes on tape) and strut their stuff. Then, if an employer who's watching the show (or, more likely, has phoned in an "order" to a state job service) finds somebody who could fill a slot he or she has, that job seeker is on the way to gainful employment.

Sounds like a nice idea, right? After all, unemployment rates rose to their highest levels since World War II in many places during 1982, and broadcasters were anxious, as one put it, "to do something about it."

Claiming credit as the first station to try to do something is KGAN-TV, a CBS affiliate in Cedar Rapids, Iowa. For weeks be-

fore the jobathon was to be held in July 1982, the station ran announcements inviting out-of-work Iowans to come to any of three locations or to phone in their job qualifications. Prospective employers were also asked to call in available jobs. Then on a Friday evening, between segments of "The Return of the Pink Panther," the station put some of the job seekers on the air. All told, 700 applicants contacted the station. When the returns were in, 119 had found full-time work. An uncounted number of part-time and short-term jobs were filled as well.

"Virginia Job Day" was also conceived out of altruism. ("I know it sounds corny," said producer Donna Sanford, "but we want to find jobs for Virginians.") And the show got a sizable turnout, attracting 100 on-air applicants and some 1800 others who phoned-in their "résumés" to operators. "Job Day" also got a call from someone who wasn't looking for a job: President Reagan, who phoned in congratulations. After the jobathon, about 977 people were matched with jobs. But most of those who actually took jobs, connects Employment Commission communications manager Steve Calos, got lesser positions.

Valerie Dragon didn't even find that. She went into her one-shot taping (a process she likens to a driver's-license-photo session) with no great hopes—and she got "not even a snifter" for her troubles. Dragon has since gone south to Florida to look for work. Nor did Raymond Davis of Roanoke hit pay dirt. A lawyer who had been laid off from a local coal company five months before and who was reluctant to hang out his own shingle, Davis tried "Job Day" as "a pure gamble." He lost; he's still "doing odds and ends, trying to hang on."

One man for whom "Job Day" did signal on-the-job days was Gerard Madry, a 42-year-old Polish emigré (and former Solidarity member) who holds a degree in electrical engineering and who told viewers he wanted work as an electrician. But the job he got—as automatic-press operator (and fill-in electrician) for a →

continued

Norfolk T-shirt manufacturer—is one that the man who hired him acknowledges "he's way overqualified for." Madry later found work as an electrician through a college organization, not TV.

Of course, jobathons can't find jobs that don't exist, but their results in other cities have been similarly disappointing. In the recession-ravaged Pittsburgh area, for instance, KDKA-TV's March program drew some 4600 applicants—and about 1500 job openings. But only 300 full-time jobs were filled as a result. A March jobathon on KHJ-TV in Los Angeles fared about the same: "At least 250 jobs" were filled, reports producer Steve Foye. Perhaps one of the most successful efforts so far happened a year ago in Milwaukee. WISN-TV's December 82 jobathon attracted 2800 applicants and managed to fill 460 of 860 available positions, though 300 of them were with a food-store chain opening branches in the area at the time.

Despite evidence that jobathons haven't brought relief to many unemployed people, station and job-service representatives are pleased with what they call "intangible results." "It gives us a sense that we're all in this together" and "they call attention to the problem" are typical comments. Besides, adds a station publicist, a jobathon "certainly doesn't hurt the image of a station." Nor does it hurt the image of a state job service, which gets some extra business (and somewhat more publicity) from matching jobs with job seekers, something it does ordinarily anyway.

But are jobathons merely a publicist's dream? "I'd be a liar if I said they weren't," admits Thomas Goodgame, the former vice-president and general manager of Pittsburgh's KDKA, who pre-empted the highly rated *Magnum, P.I.* and *Simon & Simon* to air that station's effort last March (and who also launched an "overall campaign" that included station-run food drives and off-camera job seminars for the unemployed). However, Goodgame says, "The Nation has a problem and Pittsburgh ought to be doing something about it."

Backing up Goodgame is recently retired Pittsburgh Post-Gazette television critic Win Fanning, who believes that "you can be pretty cynical in this business, but I don't think it's justified in this case."

Jobathons have some backing in high places, too. President Reagan's "keep-up-the-good-work" call to "Job Day" was hardly his first (they started with the first jobathon on KGAN). In addition, the White House Office on Private Sector Initiatives enthusiastically keeps track of the programs and offers advice to stations interested in holding them.

Indeed, James Coyne, the former Pennsylvania representative who runs the office, thinks jobathons are a particularly nice idea. He'd be "hard pressed to think of anything so innovative." Moreover, Coyne sees jobathons as "only a first step." He sees a useful future for job-related programming. Speculating that "somebody probably started newspaper help-wanted pages during a depression," he points to regularly scheduled job listings that stations have begun inserting into their newscasts and talk shows, and predicts that "they'll be with us [on cable and teletext, as well as broadcast TV] for a long time." After all, Coyne notes, "no tool is as effective as television."

But that tool has yet to prove itself effective in cutting unemployment. What's more, as Valerie Dragon puts it, jobathons can be "boring." And one stab at making on-air job hunting more entertaining didn't pan out either. That was *Help Wanted!*, a proposed half-hour series that didn't sell. No wonder. Using a game-show format, it was to have joined in combat two "finalists" for one post (that of a pro-football cheerleader, say, or a bonbon dipper). The "contestants" would demonstrate their skills in a "face-off" on the air. The prospective employer was to have handled the judging, and the "grand prize" noted a *Help Wanted!* press release, was to be "a guaranteed job." Not surprisingly, admitted a spokesman for the show's erstwhile syndicator, Group W Productions, "stations were afraid to touch it." (C)