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Packaging Kindness

By Mary Battiata

Last night, at the Organization of American States, about 300 people gathered for the last leg of a glittery celebration because nice things really do come wrapped up in brown paper packages. CARE packages, to be exact.

It was a dinner in honor of the fact that, 35 years ago, small packages appeared in Le Havre, France, filled with sugar, flour, coffee, even cigarettes. The packages are still arriving, not necessarily in Europe, but in many other countries. And these days, they are as likely to contain development plans as chocolate.

"Konrad Adenauer once told me that if it weren't for those packages, he wouldn't have lived to be chancellor [of West Germany]," said Wallace Campbell, the president of CARE. There were lots of stories like that from Europeans in the audience.

The evening began with 15 dinner parties, at embassies that did or still do receive money from CARE — including the Netherlands, Spain, Nepal, Thailand and Costa Rica.

The idea was to raise a glass to CARE, and raise a little money, too. The evening was expected to net about \$40,000, not much when compared with the \$30 million in contributions that CARE raised last year, but highly respectable for one night's gathering.

Presidential assistant Elizabeth Dole filled in for her husband the senator (he was tied up with the budget) at the podium. She brought greetings to the CARE benefactors and diplomatic contingent from the president and the first lady and extolled the virtues of CARE.

But she was preaching to the converted, people such as retiree Pierre Purvis, a longtime contributor who'd had a thoroughly enjoyable meal at the Embassy of Nepal.



Alejandro Orfila and Elizabeth Dole; by John McDonnell

"I like a group that publishes a report of what they're doing," said Purvis of CARE. "I like to give, but I don't like to give to those groups that publish pictures of starving babies and nothing else. Because then you can bet the money isn't going to get to those starving babies."

Once all of the dignitaries had been introduced, there was a new CARE film, which showed, among other things, a

project in Haiti. "It all begins," the narrator reminded the guests, "with a simple act of kindness."

Then the lights went back on. OAS Ambassador Alejandro Orfila, honorary chairman of the evening, approached the microphone.

"And now," he said with a flourish, "dancing."

So they did.



CARE

1016 16th Street, N.W.
Washington, D.C. 20036
Telephone 296-5696 (Code 202)

The Washington Committee for CARE

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and Mrs. Mergain
H.E. The Ambassador of Austria
and Mrs. Schobar
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H.E. The Ambassador of Bangladesh
and Mrs. Husain
H.E. The Ambassador of Guatemala
and Mrs. Monteroso
Senator Claiborne Pell
Senator and Mrs. Charles Percy
Senator and Mrs. Samuel I. Hayakawa
Senator Larry Pressler
The Honorable David R. Bowen
The Secretary General of the OAS
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PHILIP JOHNSTON
National Executive Director
RONWYN INGRAHAM
Director

July 2, 1981

Mr. Morton C. Blackwell
Special Assistant to the President
Office of Public Liason
Old Executive Office Building
The White House
Washington, D.C. 20500

Dear Morton,

Thank you for meeting with Twinkle Thompson, Suzanne Wright and myself yesterday afternoon. Your thoughts on the role of private voluntary organizations like CARE were very helpful and we look forward to being in touch with you and Mrs. Knauer in the future.

The attached program and news clip from the "Washington Post" are from our Thirty-fifth Anniversary Evening for CARE at the OAS. We thought you might enjoy them.

Thank you again.

Sincerely,

Margaret A. Shepard
CARE



MARGARET A. SHEPARD
FIELD REPRESENTATIVE

1016 16TH ST. N.W.
WASHINGTON, D. C. 20036
296-5696

CARE®

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1/21/81

Morton:

Attached please
find background
information on
CARE's Emergency
Food Package Program
for Poland.

Margaret Shepard

RONWYN INGRAHAM, Director

SUZANNE WRIGHT, Assistant Director

MARGARET SHEPARD, Field Representative

Contact: Margaret Shepard
Elise Storck
(202) 296-5696

1016 16th St., N.W.
Washington, D.C. 20036

July 20, 1981

CARE FOOD PACKAGES FOR POLAND: FURTHER DATA & BACKGROUND

- "Due to food shortages in Poland many pregnant mothers have been undernourished, so the number of babies born underweight increased by 30 percent in the past 10 months," CARE Executive Director Philip Johnston said. "Malnourishment among infants and young children has also risen. Too, more of the elderly have been succumbing to dangerous illnesses, due to malnutrition."
- Dr. Johnston announced: "Of the first shipments of 11,000 packages, 6,666 have been funded by a grant of \$100,000 from the Polish-American Congress. CARE hopes to raise a total of \$5 million from the general public, plus donations of food from food processors, purchasing the rest at special discounts. The Polish Government is paying for shipping costs. Thus, the \$5 million will enable the organization to deliver around \$15 million worth of food."
- Dr. Johnston explained: "CARE's target is to provide 50,000 food packages per month until the harvest emergency ends. That means at least a year, a total of 600,000 packages. Plus 50 million pounds of foods in bulk to be supplied for pre-school children at day care centers.

"For the elderly there will be 200,000 packages; for pregnant women and nursing mothers 400,000 packages. A package provides a third of a person's nutritional needs for a month.

"CARE staff are participating with the Polish Ministry of Health and volunteer Citizens' Committees in the selection of recipients and are supervising the distribution." (The Boy Scouts in Poland may participate in distributing the food packages.)

-- "CARE people-to-people aid to Poland began in 1946, after World War II and continued until 1949, "Dr. Johnston said, "It was resumed in 1957, with CARE supplying not only food but also agricultural vocational and medical equipment until 1971 when the need was no longer acute. Total aid provided was more than \$65 million."

-- "Significantly," Dr. Johnston added, "the Polish Government included in the text of our agreement that the Poles look forward, in the near future, to reciprocate by aiding needy people in underdeveloped countries through CARE."

"None of our ongoing food aid, self-help development or refugee assistance programs in more than 35 countries in Africa, Asia, Latin America and the Middle East will be affected in any way," Dr. Johnston added. "Food For Poland will be funded wholly by special contributions for this purpose. Those who wish to help can send contributions to: CARE--FOOD FOR POLAND, 660 First Avenue, New York, New York 10016."

Different packages are being sent for children, mothers and the elderly. The basic package for the elderly contains:

2 Kilograms rice	(4 2/5 pounds)
2 Kilograms flour	(4 2/5 pounds)
1 Kilogram milk powder	(2 1/5 pounds)
2 Liters oil	(2 1/10 quarts)
600 Grams tinned beef	(21 ounces)
1 Kilogram sugar	(2 1/5 pounds)
1 Kilogram lentils	(2 1/5 pounds)
1 Kilogram split peas, green or yellow	(2 1/5 pounds)

In the U.S. it would cost \$18.50 to buy these foods in the grocery. Adding packing and shipping charges, the total cost for sending such a package to Poland would be \$23.00 and it would take many weeks to get there. CARE is able to do this for just \$15.00 and delivery is very much faster.

#

CLUSA

COOPERATIVE
LEAGUE OF THE
USA



"common ground for cooperatives"

MORGAN WILLIAMS, President

September 2, 1981

Mrs. Elizabeth Hanford Dole
Special Assistant to the President
Office of Public Liaison
The White House
Washington, D.C. 20500

Dear Elizabeth:

The Cooperative League of the USA (CLUSA) and several other private and voluntary non-profit (PVO's) organizations would like to again request a meeting with you and your staff in the next few days. We would like to discuss the role of the PVO in foreign assistance and the necessary passage of a foreign aid authorization and appropriation bill this year in the U.S. House and Senate.

In addition to the Cooperative League, the following organizations would be represented at the meeting: the Cooperative for American Relief Everywhere (CARE), Save the Children, P.A.I.D., the National Rural Electric Cooperative Association (NRECA), Church World Services and Catholic Relief Services (CRS). We hope to take no more than one hour of your time and would suggest the dates of September 14, September 15, September 17 and September 21st.

Should you have any questions or need additional information on this request and those in attendance, do not hesitate to contact either myself or Martha McCabe here at the League.

Sincerely,

E. MORGAN WILLIAMS
President

EMW:mm

SUITE 1100 / 1828 L ST., N.W.
WASHINGTON, D.C. 2003



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- H.E. The Ambassador of France and Mrs. de Laboulaye
- H.E. Paolo Pansa Cedronio The Ambassador of Italy
- H.E. The Ambassador of Chile and Mrs. Barros
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- Senator Claiborne Pell
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- The Honorable David R. Bowen The Secretary General of the OAS and Mrs. Orfila
- Ms. Adrienne Adels
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PHILIP JOHNSTON
National Executive Director
RONWYN INGRAHAM
Director

September 9, 1981

Mr. Morton C. Blackwell
Special Assistant to the President
The White House
Room 191
Old Executive Office Building
Washington, D.C. 20500

Dear Morton:

As a follow up to Suzanne Wright's and my meeting with you on July 1, attached is a copy of a letter to Mrs. Dole from E. Morgan Williams, President of the Cooperative League of the USA and Public Board Member of CARE's Board, requesting a meeting with Mrs. Dole.

Any encouragement you could give to Mrs. Dole to agree to meet with Mr. Williams and other representatives of the private and voluntary non-profit community would be greatly appreciated by all of us working overseas.

Thank you in advance for any help you can give.

Sincerely,

Margaret A. Shepard
Senior Field Representative

CARE®

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SINCE 1946



THE WORLD'S MOST NEEDED GIFT

FRED W. DEVINE, DEPUTY EXECUTIVE DIRECTOR

September 28, 1981

CARE

Mr. Morton C. Blackwell
Special Assistant to the President
for Public Liaison
The White House
Room 191 OEOB
1600 Pennsylvania Ave., NW
Washington, D. C. 20500

Dear Morton:

It certainly was very good of you to meet with representatives of private voluntary organizations on Monday, September 21st, in order to learn some of our views on what might be done to enhance our programs for the needy in the Third World.

It has occurred to me that you might be interested in seeing a copy of part of a poll that was taken by the Potomac Associates for the Presidential Commission On World Hunger, the title of which was "American Attitudes On Global Hunger Issues." An additional survey was done for the same group by the Market Opinion Research Organization, but unfortunately I did not have a copy available to send to you.

Please know that we at CARE are very pleased and excited about the interest you have shown in our work and look forward to your continued cooperation in this effort.

Sincerely,

A handwritten signature in blue ink that reads 'Fred'.

Fred Devine

encl.
FD/dp

Spending channels. If most Americans favor maintaining or increasing U.S. efforts to cope with world hunger problems, do they want funding to be handled on a government-to-government basis, or would they prefer it to be channeled through various private, or at least non-U.S. government, agencies?

In addition to official government-to-government programs to ease world hunger, there are many private and voluntary organizations that are active in this field -- including religious groups such as Catholic Relief Service and Church World Service, CARE, UNICEF, and others. Do you feel that the U.S. government should give the largest share of hunger program money to such organizations or should it give the largest share of money directly to governments?

Organizations	59%
Government	23
Don't Know	18

Why do you feel this way?

(Based on those who favor giving money to organizations)

Organizations would handle the programs better	61%
Trust organizations more	25
Amounts would be allocated fairly	3
Church could handle better	2
Don't want government involved	2

(Based on those who favor giving money to governments)

Governments know conditions, and how to use money best	37%
Fewer number of people would handle funds	18
Organizations don't spend money wisely	13
Governments are less biased	8
Keep church and state separate	5
Governments have to answer to the people	4

By a margin of almost two and one-half to one, Americans prefer to see U.S. funds for hunger relief programs transmitted through various private and voluntary organizations. Reasons for this choice are numerous, with far the largest proportion believing that the non-governmental bodies would do a better job. One questionable assumption, it should be noted, is that a substantial number of those who favor a government role believe that fewer people would be involved in handling the funds.

In any event, the preference for non-governmental administration of hunger programs is clear. Suffice it to say that this is but one more demonstration of the shakiness in trust and confidence that large numbers of Americans hold in many of our government institutions.³

When asked to choose among a list of organizations that might receive hunger program funds, the public has some sharp likes and dislikes.

³ For further discussion of levels of trust and confidence in various institutions and other components of the American system, see Watts and Free, op cit., pp. 30-45.

If the U.S. government did give more hunger assistance money to organizations like those on the list, which two or three organizations would you favor receiving the most money?

Red Cross	46%
CARE	45
Peace Corps	33
Religious groups	31
UNICEF	30
United Nations	14
Private foundations	7
World Bank	5
U.S. corporations	3

Within the organizations or groups listed, the preference cutoff line seems to come at UNICEF. It, and the groups above it, apparently are viewed as commendable bodies, doers of good works, and thus to be entrusted with U.S. government funds to attack the world hunger issue.

The fact that the public differentiates between UNICEF and the United Nations is worth noting. Americans have taken an increasingly dim view of the United Nations over the years, as a number of actions taken by the world organization have led the public to view it with growing skepticism.⁴ Yet UNICEF remains relatively unaffected by this negative sentiment toward its parent body, permitting it to be ranked at a virtual par with religious groups and the Peace Corps.

SUMMARY COMMENTS AND IMPLICATIONS

In assessing the results of this survey as a whole, a number of observations and implications for the future come to the fore.

1) Public awareness about hunger issues is rather fuzzy, responses to questions about the extent of world hunger are diffuse, and public knowledge of the current level of United States activities in the field compared to other wealthy

⁴ See Watts and Free, op cit., pp. 129-131.

nations is notably wide of the mark. This lack of focus in the public's mind reflects the fact that hunger issues simply don't command much attention in the press, on television and radio, and in other forums of mass information and education.

2) Perhaps in part because of this lack of attention to hunger issues, differences of opinion among various demographic subgroups of the American populace are not as noticeable as they are on questions that are prominent in the public eye -- on welfare and assistance programs in the United States, for example, or levels of support for defense spending. In such cases, where public discussion and mass media coverage have been extensive, clear differences of opinion frequently emerge on the basis of age, education levels, race, or other demographic factors. Some differences on hunger issues do show up, as noted in the body of this report, but they do not change the overall shape of public opinion in any meaningful way.

3) While knowledge is rather diffuse and unformed, the results of this survey do point to a high -- some would say surprisingly high -- level of support for current or even increased federal expenditures to try and deal with problems of world hunger. The American public is generous in its willingness to see tax dollars committed to alleviation of hunger -- particularly so, it appears, when these dollars are channeled through a variety of voluntary or non-governmental agencies or institutions.

Looking to the future, at least two conclusions stem from these observations.

First, there is much room for public information and education efforts, to make Americans better aware of the realities of the world hunger problem and what the

United States is, or is not, doing to try and cope with it.

Second, the generally supportive stance that most Americans take provides an unusual opportunity for the development of new ideas and approaches in shaping hunger-related programs. In drawing up its own recommendations, the Presidential Commission on World Hunger is not faced with a public whose mind is fixed and negative. Quite the opposite appears to be the case, leaving much scope for imagination and new, constructive thinking.