

Ronald Reagan Presidential Library Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Blackwell, Morton: Files
Folder Title: [Private Sector Initiatives] (4 of 9)
Box: 21

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE

WASHINGTON

June 25, 1982

Dear Mr. and Mrs. Barber:

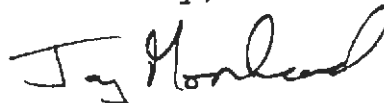
The President has asked me to thank you for your kind message expressing support for the Administration's efforts to find new approaches and solutions to community problems. History tells us that a massive infusion of federal tax dollars has not been a successful remedy.

As you know, the President is committed to encouraging higher levels of private sector involvement to find lasting answers to the challenges of crime, poverty, unemployment, illness, and other social problems.

Foundations, religious and voluntary organizations, corporations and individuals like yourself are answering this call with ideas and offers of assistance. Recently, the President discussed the work of the President's Task Force on Private Sector Initiatives with major religious leaders at a briefing session at the White House. I have enclosed for your information a packet of material distributed at that meeting, which should assist you in developing guidelines for community involvement. If you need any further information, please let me know.

Again, thank you for your interest and involvement.

Sincerely,



JAY MOORHEAD

Special Assistant to the President
Private Sector Initiatives

Mr. and Mrs. E. Barber
630 Hofman Drive
Shafter, California 93263

5/11/82
H.P.
5/11/82
5/11/82

May 5, 1982

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

Dear President Reagan,

On a recent "PTL" television program, Jim Bakker said he had met with you to discuss the churches helping to meet the needs of the poor. Jim Bakker is calling this program "People That Love Center".

We realize as you cut programs, and we are for this action, that the churches can help to fill the gap.

We need to know if there are guidelines that we can use to help us with this large undertaking.

We are a small community of 6,500 and have 25 churches. We are a rural farm area with many farm laborers and poor.

Thank you for any help you can give us.

Sincerely,



Mr. & Mrs E. Barber
630 Hofman Drive
Shafter, California
93263

THE WHITE HOUSE

WASHINGTON

August 23, 1982

Dear Mr. Robertson:

Thank you for bringing the National Iron Workers Training Program to our attention. It is obviously a very successful and worthwhile program.

As background information, our office never recommends government funding. Instead we concentrate on promoting those programs which are fully private sector funded or which are partnerships between government and the private sector. I will make sure, however, that our Private Sector Initiatives contact at Interior is aware of your successful efforts. The Department of Interior is giving special consideration to programs which encourage private sector initiatives. What would make the program even more attractive, from our point of view, would be to leverage 50% of the funds from government and 50% from a consortium of steel companies.

Again, I appreciate your interest and involvement.

Sincerely,



JAY MOORHEAD

Special Assistant to the President
Private Sector Initiatives

Mr. Raymond J. Robertson
Executive Director
International Association of Bridge,
Structural and Ornamental Iron Workers
Suite 400, 1750 New York Ave., N.W.
Washington, D.C. 20006

file

W



**International Association of
Bridge, Structural and Ornamental Iron Workers**

SUITE 400

1750 NEW YORK AVE., N.W.

WASHINGTON, D.C. 20006

Affiliated with AFL-CIO 

RAYMOND J. ROBERTSON

EXECUTIVE DIRECTOR
APPRENTICESHIP AND TRAINING
SUITE 400
1750 NEW YORK AVE., N.W.
WASHINGTON, D.C. 20006
TEL.: (202) 383-4870

July 29, 1982

Mr. Jay Moorehead
Special Assistant to the President
for Private Sector Initiatives
The White House
Room No. 134
Washington, D. C. 20500

Dear Mr. Moorehead:

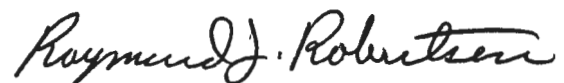
The Board of Directors of the National Iron Workers Training Program for American Indians, Inc. met on July 28th. Present at the meeting was Mr. Robert Bonitati, Special Assistant to the President, who is assisting us in trying to have our job training program for American Indians refunded for the 1982-83 fiscal year.

Mr. Bonitati suggested that we contact your office to let you know that our program is one that trains American Indians for private sector employment. Since the inception of the program in 1971, we have had 100% placement for all graduates into the Ironworking Trade. This program is fully funded by the Department of Interior, Bureau of Indian Affairs. The Department of Interior had representatives at the meeting and fully support the continuance of the program; however, funding is questionable at this time due to the cutback of funds available to the Department of Interior.

We enclose for your information, a brochure which describes in some detail, the operation of our program. We would like to contact you in the near future to arrange a meeting to discuss the future of this program since it appears that it falls into the category of projects that your committee is concerned with.

Thank you for your cooperation in this matter.

Very truly yours,



Raymond J. Robertson
Executive Director
Apprenticeship and Training

RJR:jdh

cc: Robert Bonitati

THE WHITE HOUSE

WASHINGTON

October 7, 1982

MEMORANDUM TO MICHAEL K. DEEVER

FROM: JAY MOORHEAD, SPECIAL ASSISTANT TO THE PRESIDENT
FOR PRIVATE SECTOR INITIATIVES

SUBJECT: PRIVATE SECTOR INITIATIVES HIGHLIGHTS.

Task Force - held its fourth meeting in Wichita, Kansas. Members viewed successful public/private partnerships in the city, discussed plans for the December 8 year-end meeting with the President and talked over strategy to carry the private initiatives thrust into '83 & '84.

President Reagan - addressed 120 national trade association executives in the White House. The participants were also briefed by a panel of trade association members who successfully put together private initiatives in their organizations.

Braddock Publications - agreed to prepare and publish a book of key contacts in the private sector initiatives field. The book will contain federal, state and private resources, for local private sector initiatives programs.

Summer Jobs Initiative - chief executive officers and private industry council chairmen met with the President on September 23. Participants were commended for their active participation promoting Summer Jobs for Youth last year and agreed to coordinate with the Office of Private Sector Initiatives in a private sector summer jobs program next year.

Friends University - in Wichita, Kansas has responded to reductions in federal funding (from 27% to 11%) by organizing a private sector fundraising drive that has raised \$4 million so far. By 1984, Friends plans to be almost totally self-supporting.

West Coast Life Insurance Company - in the San Francisco Bay area is sponsoring free community seminars on parenting. In cooperation with the De Bolt family, the 'Adopt a Family Program' solicits \$2500 corporate investments to cover the costs of placing a "special needs" child in a permanent adoptive home -- saving the community up to \$12,000 a year for foster home care or as much as \$60,000 for institutional care.

Balboan Retirement Facility - has responded to the President's call for increased private sector initiative by reducing its rates up to 22% and has placed a freeze on the lower prices until January 1, 1984.

Middletown Journal - has agreed to publish the "Brighter Side of the News" published by the Task Force on Private Sector Initiatives on a regular basis.

Governor John Brown - has initiated the "Buy American Program" in the State of Kentucky. In response to the Governor's initiative, the Mechanics Savings Bank has set aside \$1 million to help customers finance American made products at the lower interest rate of 12%. Twenty other banks in the Kentucky area have followed the lead and lowered interest rates on the Buy American effort.

Hunt Manufacturing Company Foundation - has increased its charitable contributions from 1.5% of its pre-tax income in 1981, to 3.8% in 1982. Hunt's goal is to eventually contribute a full 5% to non-profit organizations, and the Foundation has identified cultural activities as a priority. Hunt Foundation is located in Philadelphia, PA.

Better Brands - a Chicago-area beer distributor, will contribute 50 cents to Providence-St. Mel High School for each case of Pabst Blue Ribbon sold during August and September.

Pepsi Cola Company - sponsors a basketball skills program in all 50 states. Over 3,000 organizations and 3,000,000 youths participate in the program. Program culminates in national competition in conjunction with the NBA play-offs.

Palm Beach Post - reports from Florida that volunteers are more active than ever. Retired citizens report that volunteering is a way to remain in touch with the community and a great chance for public contact. Over 400 volunteers work an average of four hours per week in the local Health Department.

The Kroger Company - in partnership with the Greater Cincinnati Nutrition Council distributes certificates to approximately 3,500 families a month which can be redeemed at any Kroger market.

The Citizens Crime Watch - in Dade County, Florida, whose membership numbers 175,000, is credited with a 50% reduction in drug sales at the North Miami Senior High School since extending its operations to the school.

BankAmerica Foundation and the Chevron Fund of San Francisco - pledged \$1 million to the United Way of the Bay Area -- 17.6% and 21.2% increases respectively.

Syracuse, New York - has embarked on a campaign to promote their city and attract business and industry. Called The Greater Syracuse Program, it was kicked off by an unprecedented fundraising effort in which \$3.2 million was raised by businessmen. The theme is "I've Got a Share in Syracuse."

NBC News - reported on a McDonald's located in a high school in Lexington, Massachusetts where students get training in fast-food management. The PSI office initiated a letter from the President commending the outstanding efforts between the public and private sector.

Call for Help - in Peoria, Illinois is a program sponsored by the Mental Health Association of Illinois Valley which provides help to individuals undergoing personal crises. Seventy-five professionally trained volunteers contribute more than 2,000 hours each month to counsel these people in need. With 90% of their total operating budget coming from the United Way, and the remaining 10% generated through private donations, the program is able to operate without any federal funding.

According to a survey of Fortune 500 companies - corporate giving is expected to increase 15% in 1982. The survey was conducted by Hill & Knowlton and the International Association of Business Communicators. The 80 respondents credited Reagan's appeal to the private sector for return to voluntarism as a factor in the projected increase in corporate contributions.

Prudential Foundation - reports that matching gifts programs for colleges and universities have doubled in the last decade from 452 companies to 901 companies, and matching gifts programs for non-educational non-profit organizations have increased since 1977 from 6% of matching gifts to 16%.

WTVN-TV - in Columbus, Ohio organized a Job Fair, designed to draw attention to the critical problem of unemployment in the Central Ohio area. In cooperation with Columbus Area Chamber of Commerce, Job Fair hopes to have a commitment of over 100 jobs by air date.

Fairfield County Cooperative Foundation - consisting of philanthropic groups from the Connecticut area, organized to enhance the quality of life in Fairfield County. Foundation members believe that, through cooperation, they will be better able to raise funds for education, social welfare, health and the arts.

National Alliance of Business - reports an incentive to employ disadvantaged youth, age 16-17, in summer jobs was added to the Target Jobs Tax Credit. Under standard TJTC procedures, employers can claim tax credit of 50% on the first \$6,000 in wages. Now, by hiring disadvantaged youths between May 1 and September 15, they can claim credits of 85% on wages up to \$3,000, effective May 1, 1983.

Consolidated Edison Company of New York - is attempting to attract new and expanding business, and thus create new jobs by offering a five-year discount ranging from 15 to 30% on charges for the additional electrical usage. The discount decreases progressively over subsequent years so that it elapses at the end of 10 years.

SAFECO Life Insurance Company - in Seattle, Washington, reports it will soon meet all of the recommendations of the President Task Force by setting a 2% goal for its contributions program, doubled corporate community activities and earmarked 10% of its 1982 and 1983 contributions budgets for a Special Response Fund for community, private, nonprofit Health and Social Service organizations, affected by reduced government spending.

Connecticut General Life Insurance Company - announced construction of a 4,500 square-foot child care center. The center which will be located on the company's property, will have space for 100 children and will be run by Kinder-Care Learning Centers. Company President reports, "It helps the company attract and retain quality employees, especially women who are attempting to fulfill career desires. And it is part of our company's commitment to activities that contribute to the civic good."

Ultrasystems Incorporated - in Northern California, in partnership with government and industry has built the first power plant in the U.S. which will exclusively use forest waste materials as the fuel. The plant will produce 11 megawatts of electricity -- enough power to satisfy the electrical needs of 10,000 homes.

ITT Continental Baking Company - has earmarked \$200,000 for start-up grants for research on nutrition and the elderly. Since targeting this program, Continental has put research results to work in a series of leaflets and a film geared to the needs and interests of older people.

Jartran, Inc. - is offering a 15% discount card to be used in the rental of their equipment by Senior Citizens. All 1,600 nationwide Jartran dealers will participate in the campaign.

THE WHITE HOUSE

WASHINGTON

May 18, 1982

MEMORANDUM FOR ALL WHITE HOUSE STAFF

FROM: JAY MOORHEAD
DIRECTOR
PRIVATE SECTOR INITIATIVES

SUBJECT: PRIVATE SECTOR INITIATIVES FILMS.

For your information, there are three excellent examples of Private Sector Initiative activities on file in the White House Communications Office. I highly recommend you review, on your office television, all or part of the tapes at your convenience.

- 1) The President has made a three-minute video tape on the subject of voluntarism and the Task Force on Private Sector Initiatives which will be distributed to National Organizations and media outlets across the country.
- 2) "Surviving Reaganomics" produced by KAKE-TV in Wichita, Kansas is a series of editorial examples showing how this community could solve its local problems by emulating successful community partnerships of other areas around the country. The tape runs thirty minutes.
- 3) "Our Finest Hour" by WANE-TV in Fort Wayne, Indiana, is an overview of how the successful efforts of volunteers saved that city from the April flood.

THE WHITE HOUSE

WASHINGTON

A HISTORY OF THE PRESIDENT'S PRIVATE SECTOR INITIATIVES PROGRAM

- October 5, 1981 - The President addresses the members of the National Alliance of Business and announces a 44-member Presidential Task Force on Private Sector Initiatives chaired by C. William Verity of Armco Steel.
- December 2, 1981 - Inaugural meeting of the Task Force in Washington, D.C. Members sworn in by Vice President Bush at the White House. The Task Force, organized into eleven subcommittees agreed to a mission statement.
- December 8, 9, 1981 - White House/ACTION voluntarism workshop San Francisco, California
- December 19, 1981 - The Task Force sends a letter to Congress explaining the private sector initiatives program. Approximately 200 members subsequently replied.
- January 7, 1982 - Meeting of Task Force Committee Chairpersons in Washington, D.C. to prepare action plans and mission statements.
- January 14, 1982 - President Reagan addresses New York Partnership luncheon in New York City. Calls for private sector to send in meaningful examples of personal leadership.
- January 20, 1982 - President Reagan highlighted the importance of the private sector initiatives program in his State of Union message, generating response from around the country.
- February 9, 1982 - In speech to National Religious Broadcasters, President highlights importance of private sector initiatives program.

- February 22, 1982 - National Governors Association met with the President to discuss federalism. President and C. William Verity encourage the Governors to create statewide task forces in all fifty states.
- February 24, 1982 - The second meeting of the task force committee chairs is held in the National Red Cross Building in Washington, D.C. The meeting focuses on forming community partnerships. C. William Verity and task force member Robert Mosbacher relate successful new partnerships in Houston, Phoenix, Dallas, San Antonio, Sante Fe, Dayton, Ohio, Toledo, and Florence, South Carolina.
- February 24, 1982 - Committee chair meeting with Michael Deaver, Deputy Chief of Staff, at the White House. Goals and missions of the eleven committees discussed.
- February 24, 1982 - Mrs. Bush hosts a reception at the Vice President's home for members of the task force.
- February 25, 1982 - President's Task Force on Private Sector Initiatives holds second full meeting at the National Red Cross Building in Washington, D.C. Forty-four member task force staff and press hear committee reports.
- February 25, 1982 - Verity makes private sector initiatives presentation to the full cabinet. Cabinet members receive briefing book and instructions for carrying out the Task Force Cabinet Program.
- March 9, 1982 - White House/ACTION voluntarism conference in New Orleans, Louisiana.
- March 24, 1982 - Briefing session for 150 national organization leaders in White House. President, Vice President, Bill Verity and John Filer urge organizations to encourage private sector initiatives within their own organizations.

- March 24, 1982 - White House and Task Force offices have filled over 2,000 requests for press kits and background information.
- March 29-31, 1982 - Representing the White House was Secretary Donovan, Craig Fuller, J. Steven Rhodes, Jay Moorhead and Michael Castine at the ARCO/U.S. Conference of Mayors "Partnerships" Conference in Philadelphia. The conference brought together business leaders, and elected officials to discuss community problem-solving at the local level.
- April 2, 1982 - Briefing session for Agency and Department heads at the White House. Elizabeth Dole, Bill Verity, and Jay Moorhead urged the participants to take an active role in promoting private sector initiatives within their agency or department. The President asked each agency/department to submit a report by June 1, detailing their work involving private sector initiatives.
- April 8, 1982 - Frank Pace, Chairman of Private Sector Initiatives Subcommittee, Marshalling Human Resources, held a meeting at the White House with the leaders of volunteer offices and White House staff.
- April 13, 1982 - Briefing session for 120 religious leaders in White House. President, Vice President, Elizabeth Dole, John Filer, and Bill Verity urged the religious leaders to take a more active role in promoting the Private Sector Initiatives Program through increased community involvement.
- April 14, 1982 ACTION-sponsored rally in Farragut Park to promote voluntarism, increase public awareness of private sector initiatives projects.
- April 15, 1982 - Awards luncheon for eighteen recipients of President's Volunteer/ACTION Awards at the White House. Mrs. Reagan hosted the luncheon and presented the winners with their medals.

- April 15, 1982 - ACTION and Volunteer, the National Center for Citizen Involvement, sponsors an awards dinner to honor the recipients of the President's Volunteer of the Year Awards. Vice President and Mrs. Bush hosted the dinner at the Washington Marriott.
- April 16, 1982 - President mails a letter to 5,000 Chief Executive Officers to promote the National Alliance of Business Summer Jobs Program. A letter from John Filer, Chairman, National Alliance of Business, followed the President's letter.
- April 18-24, 1982 - National Volunteer Week. President issues a proclamation saluting the nation's volunteers.
- April 23, 1982 - President celebrates National Volunteer Week by making a surprise visit to the White House Volunteer office.
- April 23, 1982 - The Advertising Council holds their 38th Annual Conference at the White House and adopts private sector initiatives as this year's theme.
- April 27, 1982 - Briefing session for 150 national service organizations at the White House. President Reagan, Bill Verity and Alexander Trowbridge discussed potential areas of achievement and cooperation for national service leaders in private sector initiatives effort.
- May 5, 1982 - President tapes a 5-minute video film and 1-minute audio recording promoting private sector initiatives. Tapes will be distributed to national organizations and media outlets across the country.
- May 5, 1982 - Briefing session for thirty Chief Executive Officers of network and independent broadcasting organizations at the White House. President, Bill Verity and Michael Deaver urge the national broadcasters to promote positive journalistic examples of private sector initiatives which are occurring within their own communities.

- May 10, 1982 - President gives a major private sector initiatives address to the members of the Chicago YMCA at a luncheon.
- May 10, 1982 - President visits Providence - St. Mel, an inner-city high school in a high crime area of Chicago where 95% of the graduating class attends college. The school operates totally from private funds.
- May 10-11, 1982 - SRI International and HUD sponsor a two-day seminar on private sector initiatives at the Airlie House in Virginia.
- May 13, 1982 - Task Force Committee on Marshalling Human Resources, chaired by Frank Pace, holds its second meeting at the National Headquarters of the American Red Cross. The meeting focuses on identifying strategies to elevate the role of volunteers.

PSI
Task Force

THE WHITE HOUSE

WASHINGTON

August 17, 1982

MEMORANDUM FOR MICHAEL K. DEEVER

FROM:

JAY MOORHEAD 

SUBJECT:

PRIVATE SECTOR INITIATIVES HIGHLIGHTS.

Corporate Executives - from 120 corporations attended a two-day workshop on corporate community involvement at the Madison Hotel. A reception was held with President Reagan at the White House. Mayors, foundation executives, heads of non-profit organizations, labor leaders and the media gathered to share information on public/private partnerships in their area and discuss opportunities for corporate community involvement.

KGAN-TV, Cedar Rapids, Iowa - on July 9, devoted three and a half hours of air time to a "JOBATHON" to match the area's unemployed with available positions. The station called area employers for job pledges and accepted calls for offers of part time work. 319 jobs were announced on the show. President Reagan and Bill Verity called the station to compliment them on their efforts.

National Health Care Screening Council for Voluntary Organizations - announced an expansion of their health fair program at a White House ceremony involving President Reagan, Secretary Schweiker and Secretary Bell. The proposed partnership is expected to deliver millions of dollars in services by promoting health and education programs targeted to specific population groups.

Jones & Laughlin Steel Corporation - employees at the Aliquippa, PA plant have created a special fund to help feed families of jobless steelworkers whose benefits are running out. More than 800 members of Local 1211 of the United Steelworkers of America have agreed to give \$1 to \$20 from their biweekly paychecks for the rest of the year to benefit the food fund. President Reagan called the President of Local 1211 to commend him on the union's efforts.

General Metal Products Company, St. Louis - announced a voluntary price freeze as one way to stimulate more business and get the economy out of recession. The President announced that he will notify his customers that there will be no price increases on any GMP product delivered this year. He is also calling upon GMP suppliers of raw materials and parts to ask them to hold on current prices and develop ways to reduce costs.

Rep. Jerry Solomon (R-NY), Rep. Thomas Bliley (R-VA) and Rep. Thomas Kindness (R-OH) - have supported private sector initiatives in communications to their districts and stressed the importance of volunteer initiatives.

Congressman Charles Bennett (D-FL) - has responded to President Reagan's call and organized the entire Florida Congressional delegation to support Private Sector Initiatives. Each Congressional District has established Voluntarism Awards, leading to further competition on the state level.

Kansas City Alliance of Business - at its June Alliance Breakfast, announced an increase in the community-wide effort to create summer jobs for youth. In Leavenworth, Kansas, a permanent Youth Job Service Office was opened, jointly supported by the Chamber, YWCA, and Kansas Job Service.

The William Randolph Hearst Foundation - awarded a \$1.25 million educational grant to Lincoln Center and a \$750,000 grant to three San Francisco arts groups. Mr. Frank Bennack, President, reported that the Foundation is responding to the Administration's challenge to the private sector to increase its support to the area of performing arts.

39 States - have established Private Sector Initiatives Task Forces. A workshop is scheduled August 23 for the Governor's representatives in Washington, D.C.

The Advertising Council - reports that the total estimated dollar value of the free time and space contributed by the media in support of federal government-sponsored Ad Council campaigns during calendar year 1981 was \$350 million.

Mobil Oil Corporation - is channeling donation dollars into programs for inner-city teenagers in New York, Chicago, and Dallas in the form of cleanup and playground jobs. Mobil also supported a summer-long sports program in the public schools for 50,000 students in the New York City area.

Aetna Life and Casualty Company - formed a partnership with the National Puerto Rican Forum, local government agencies and private industry to assist the Bilingual Clerical Skills Training Program, designed to prepare Hispanic heads of households for the business world. In Hartford, all 29 welfare mothers who took the course are now working full time and are off welfare.

National Association of Letter Carriers - created a nationwide "Carrier Alert" program to aid the elderly and homebound. The program identifies the elderly and homebound patrons on the routes and monitors the mail receptacles for accumulation of mail or other signs of distress. If appropriate, the carrier notifies the community service agency. President Reagan praised the spirit of labor-management cooperation which has made this program possible.

Pembroke Pines General Hospital - Pembroke Pines, Florida, has notified their patients and families that any small remaining balance will be waived in lieu of a contribution to a medically-related charity. In doing so, Administrator Edward Maas said he hopes to encourage and rekindle the American spirit of extending a helping hand.

The National Recognition Program for Community Development Partnerships - will allow HUD to pay tribute to noteworthy local examples of public/private partnerships. National and local award announcements will be made in October by the U.S. Department of Housing and Urban Development.

Mutual Benefit Life Insurance Company of Newark, NJ and Kansas City, MO - are conducting a national advertising campaign to support voluntarism as an important part of the American economy. The theme, "Give America a Hand," focuses on the important contributions volunteers and volunteer organizations make to the stability of our nation.

City Venture, Inc. - a public/private corporation begun in Toledo, Ohio, has created more than 1,000 jobs for inner-city residents in ten cities throughout the country. City Venture combines management know-how with public and private capital and high technology to create jobs for inner-city residents. Initial fund-raising efforts produced \$12.5 million from the public sector and \$34.5 million from the private sector.

Senate Targeted Jobs Tax Credit Bill (TJTC) - adds new eligibility provisions dealing with youth and cooperative education students. Bill gives employers a credit (up to 85% of wages paid) for hiring economically disadvantaged youth aged 16 and 17 for any 90-day period between May 1 and September 15.

City of Cincinnati Chamber of Commerce - organized the YES program (Youth Employment for the Summer) which is the private sector's major contribution to solving the youth summer employment problem in Cincinnati. The program raised \$355,000 to place young people in public sector jobs and job training programs with 478 private jobs.

U.S. Postal Service - will be issuing a commemorative stamp honoring the nation's volunteers in 1983.

American Bankers Association - plans to work with the Task Force to provide information on outstanding community programs underway by the community banks. It's Community Economic Development Policy Board will serve as a clearinghouse for information and will work with the Data Bank to catalog successful projects.

Suffolk County Executive, Peter Cohalan - established a Task Force on Public/Private Cooperation to determine ways in which the County can cooperate with private corporations and stimulate private investment in the New York community.

U.S. Department of Transportation - has published The Volunteer Transportation Program, describing how volunteers can become involved in transportation programs. Also released was "Technology Sharing Program for Major Institutions: San Francisco Experience" which describes how twelve major employers in San Francisco banded together to solve parking and congestion problems.

Corporate Angels Network - in cooperation with the American Cancer Society was established to allow cancer patients the use of unoccupied seats on corporate aircraft to travel to major cancer treatment hospitals in the U.S.

Arkansas - has established a Volunteer Consultants Service to help local governments and non-profit agencies improve the efficiency of their operations. The program matches people with skills with communities in need of those skills.

KOIN-TV, Portland, Oregon - Recently aired a special jobs program on youth unemployment. The program generated more than 550 jobs for young people in the Portland-Vancouver area.

John Hopkins Hospital - developed "IdeaBank" to help spread employee interest in cost containment. In one month, 600 ideas had been received and after one year, annual savings totalled \$150,000. John Hopkins officials were so pleased with the results that they packaged the kits to make available to other organizations.

San Francisco - the "phone blitz" component of the Mayor's Summer Jobs for Youth Program concluded with over 6,800 employers called. To date, approximately 500 companies have pledged 660 jobs and placements are 50% ahead over last year.

Area businesses in the Washington, D.C. area - sponsored a two-day "food and beverage" tasting party on July 24 and 25 to benefit the Children's Hospital National Medical Center. The hospital treats Washington area children regardless of the parent's ability to pay.

ARCO Volunteers - joined the cleanup campaign conducted by the Hollywood Chamber of Commerce and polished 100 of the famous brass stars inlaid in the sidewalk at the corner of Hollywood and Vine. The group has over 80 employees and retirees in the greater Los Angeles area and plan to conduct from four to six community activities each year.

The Yorkville Emergency Alliance - an interfaith coalition on New York's Eastside, has awarded \$50,000 in grants to seven social service agencies to help them assist elderly poor, unemployed youths and the hungry.

First National Bank of Boston - commissioned the Council for Northeast Economic Action to identify those businesses that are undersupplied in the Boston area. The report is being circulated to loan officers and community organizations as an incentive for business development opportunities, especially in hard-pressed neighborhoods.

Corporate Caring - a group of citizens in Florida joined together to refurbish homes in the Jacksonville area. Three major corporations have enrolled in the program and adopted 22 buildings. A recent recipient of the President's Volunteer Action Awards, Corporate Caring hopes to initiate similar programs across the country.

TECHTRONICS, Inc., Portland, Oregon - sponsored a Summer Youth Telethon the week of June 28. The White House telephoned TECHTRONICS, Inc. to commend their work and as a result, TECHTRONICS appointed a chief executive officer to work with the National Alliance of Business on Summer Jobs for Youth.

The Center for the Partially Sighted at the Santa Monica Hospital Medical Center - was the recipient of more than \$80,000 in private donations raised at a June 4 Gala in Beverly Hills. Once federally-supported, the Center is successfully making the transition to private funding.

Lloyd's Shopping Center, Inc., United Way of Orange County and the Orange County Government of New York - have formed a partnership to subsidize day care facilities for children of shopping center employees. Officials hope the experimental program will be expanded to other firms in the private sector. They see the partnership of government, business, and non-profit agencies as a way to help mothers work their way off the welfare roles.

Deborah Heart and Lung Center - established for the treatment and care of tuberculosis has become one of the leading cardiovascular research institutions in the world. Located in New Jersey, the Center has never billed a patient directly or accepted direct aid from the government. The Center is funded solely by the Deborah Hospital Foundation, which is a charitable organization, consisting of 50,000 volunteers.

Time, Inc. - has published a special issue of its newsletter focusing on the company's involvement in community affairs. It includes a list of the company's involvement priorities, many of which relate to affirmative action. The report quotes leaders of a number of minority groups expressing the concept of private sector responsibility. Time also reported that 2% of their previous year's pretax profits are given annually to educational, civic, welfare, cultural and environmental institutions. It is their goal to increase that amount to 5% of the previous year's pretax profits.

THE WHITE HOUSE

WASHINGTON

A HISTORY OF THE PRESIDENT'S PRIVATE SECTOR INITIATIVES PROGRAM

- October 5, 1981 - The President addresses the members of the National Alliance of Business and announces a 44-member Presidential Task Force on Private Sector Initiatives chaired by C. William Verity of Armco Inc.
- December 2, 1981 - Inaugural meeting of the Task Force in Washington, D.C. Members sworn in by Vice President Bush at the White House. The Task Force, organized into eleven subcommittees agreed to a mission statement.
- December 8, 9, 1981 - White House/ACTION voluntarism workshop San Francisco, California
- December 19, 1981 - The Task Force sends a letter to Congress explaining the private sector initiatives program. Approximately 200 members subsequently replied.
- January 7, 1982 - Meeting of Task Force Committee Chairpersons in Washington, D.C. to prepare action plans and mission statements.
- January 14, 1982 - President Reagan addresses New York Partnership luncheon in New York City. Calls for private sector to send in meaningful examples of personal leadership.
- January 20, 1982 - President Reagan highlighted the importance of the private sector initiatives program in his State of Union message, generating response from around the country.
- February 9, 1982 - In speech to National Religious Broadcasters, President highlights importance of private sector initiatives program.

- February 22, 1982 - National Governors Association met with the President to discuss federalism. President and C. William Verity encourage the Governors to create statewide task forces in all fifty states.
- February 24, 1982 - Committee chair meeting with Michael Deaver, Deputy Chief of Staff at the White House.
- February 24, 1982 - Mrs. Bush hosts a reception at the Vice President's home for members of the Task Force.
- February 25, 1982 - President's Task Force on Private Sector Initiatives holds second full meeting at the National Red Cross Building in Washington, D.C. Forty-four member task force staff and press hear committee reports.
- February 25, 1982 - Verity makes private sector initiatives presentation to the full cabinet. Cabinet members receive briefing book and instructions for carrying out the Task Force Cabinet Program.
- March 9, 1982 - White House/ACTION voluntarism conference New Orleans, Louisiana.
- March 24, 1982 - Briefing session for 150 national organization leaders in White House conducted by the President, Vice President, Bill Verity and John Filer.
- March 24, 1982 - White House and Task Force offices have filled over 2,000 requests for press kits and background information.
- March 29-31, 1982 - Representing the White House at the U.S. Conference of Mayors/ARCO Partnership Conference in Philadelphia were Secretary Donovan, Craig Fuller, J. Steven Rhodes, Jay Moorhead and Michael Castine.

- April 2, 1982 - Briefing session for Agency and Department Heads at the White House. Elizabeth Dole, Bill Verity, and Jay Moorhead urged the participants to take an active role in promoting private sector initiatives within their agency or department. The President asked each agency/department to submit a report by June 1, detailing their work involving private sector initiatives.
- April 8, 1982 - Frank Pace, Chairman of Private Sector Initiatives Subcommittee, Marshalling Human Resources, held a meeting at the White House with the leaders of volunteer offices and White House staff.
- April 13, 1982 - Briefing session for 120 religious leaders in White House by the President, Vice President, Elizabeth Dole, John Filer, and Bill Verity.
- April 14, 1982 - ACTION-sponsored rally in Farragut Park to promote voluntarism and increase public awareness of private sector initiatives projects.
- April 15, 1982 - Awards luncheon for eighteen recipients of President's Volunteer/ACTION Awards at the White House. Mrs. Reagan hosted the luncheon and presented the winners with their medals.
- April 15, 1982 - ACTION and Volunteer, sponsor an awards dinner to honor the recipients of the President's Volunteer of the Year Awards. Vice President and Mrs. Bush hosted the dinner at the Washington Mariott.
- April 16, 1982 - President mails a letter to 5,000 Chief Executive Officers to promote the National Alliance of Business Summer Jobs Program.

- April 18-24, 1982 - National Volunteer Week. President issues a proclamation saluting the nation's volunteers.
- April 23, 1982 - President celebrates National Volunteer Week by making a surprise visit to the White House Volunteer Office.
- April 23, 1982 - The Advertising Council holds their 38th Annual Conference at the White House and adopts private sector initiatives as it's 1982 theme.
- April 27, 1982 - Briefing session for 150 national service organizations at the White House. President Reagan, Bill Verity and Alexander Trowbridge discussed potential areas of achievement and cooperation for national service leaders in private sector initiatives effort.
- May 5, 1982 - President tapes a 5-minute video film and 1-minute audio recording promoting private sector initiatives to be distributed to national organizations and media outlets across the country.
- May 5, 1982 - Briefing session for thirty Chief Executive Officers of network and independent broadcasting organizations at the White House conducted by President Reagan, Bill Verity and Michael Deaver.
- May 10, 1982 - President gives major speech about private sector initiatives at a luncheon to raise money for the Chicago YMCA.
- May 10, 1982 - President visits Providence - St. Mel an inner-city high school in a high crime area of Chicago, where 95% of the graduating class attends college. The school operates totally from private funds.

- May 10-11, 1982 - SRI International and HUD sponsor a two-day seminar on private sector initiatives at the Airlie House in Virginia.
- May 13, 1982 - Task Force Committee on Marshalling Human Resources, holds its second meeting to focus on identifying strategies to elevate the role of volunteers.
- May 24, 1982 - Representatives from public/policy research groups met in the Old Executive Office Building to discuss the status of the Private Sector Initiatives Task Force.
- May 25-26, 1982 - President's Task Force holds its third meeting in Baltimore. Mayor Donald Schaefer addressed the Task Force at a dinner reception held at the World Trade Center.
- June 4, 1982 - Congressional staff briefed at the White House by William Verity and Jay Moorhead. Aides were asked to encourage, recognize and stimulate public/private partnerships established in their districts.
- June 7, 1982 - The Boy's Club of America hold a National Conference on Partnerships in response to the President's initiative.
- June 10, 1982 - White House and Task Force staff meet with Executive Directors of State, Local and County Public Interest groups to discuss the Private Sector Initiatives Program.
- June 15, 1982 - Third national White House/ACTION voluntarism workshop - Chicago, Illinois.
- June 29, 1982 - Cabinet wives attend briefing conducted by Jay Moorhead and William Verity on Private Sector Initiatives.

- June 29, 1982 - Bill Baroody, President of AEI, presented to the President a study on private sector response to meeting human needs.
- July 1, 1982 - Task Force Committee Chairmen convene a meeting at White House to discuss the work of the eleven subcommittees and plan for final report of the Task Force.
- July 1, 1982 - Association of Community College Trustees are briefed on the Task Force and encouraged to stimulate partnerships.
- July 9, 1982 - The President telephoned the studio of KGAN-TV to compliment their efforts to solve the local employment problems of Eastern Iowa through a televised "jobathon."
- July 12-16, 1982 - Jay Moorhead represents the White House at an International Conference on public/private partnerships sponsored by SRI and the Kettering Foundation.
- July 13, 1982 - President Reagan visited the Commercial Credit Company's Park Heights Bindery in Baltimore, Maryland, and addressed the National Association of Counties on private sector initiatives.
- July 20-22, 1982 - National Council of La Raza sponsors the Fifth Annual Affiliate Conference in Los Angeles. Theme was Hispanics and the Private Sector: New Partnerships/ New Initiatives. Elizabeth Dole and Jay Moorhead represented the White House.
- July 22, 1982 - President Reagan visits the Mathews-Dickey Boys Club in St. Louis, and grants the National Citizen Award to the founders of the club - Martin Mathews and Hubert "Dickey" Ballantine.

- July 26, 1982 - The President telephoned Local 1211 of the United Steelworkers of America to commend their efforts in creating a special fund to help feed families of jobless steelworkers whose benefits are running out.
- July 26-27, 1982 - Workshop on Corporate Community Involvement for 120 corporate executives conducted by the President's Task Force on Private Sector Initiatives. Reception held in White House with President Reagan.
- July 29, 1982 - President Reagan congratulated the National Association of Letter Carriers for their initiative in creating Project Alert, a nationwide program to aid the elderly and homebound.
- July 30, 1982 - To date 39 governors have committed to, or have created, statewide task forces in their state.
- August 5, 1982 - National Health Care Screening Council for Voluntary Organizations announced an expansion of their health fair program at a White House ceremony involving President Reagan, Secretary Schweiker and Secretary Bell.

THE WHITE HOUSE

WASHINGTON

July 22, 1982

Pit
file

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAY MOORHEAD 

SUBJECT: Highlights of 1982 Summer Jobs Program

MOBIL CORPORATION - Provided approximately \$1.5 million for summer jobs in 1982, two-thirds of which will go directly to summer jobs in three cities - New York, Chicago and Dallas. The Mobil funds are helping to create more than 1,300 summer jobs in these three cities. MOBIL working through Mayors' offices to provide funding for much needed municipal projects which may otherwise not get done. In this way, it is hoped the same number of Mobil support dollars will have a multiplier effect at the local level where the young people actually will be working. INCREASE and EXPANDED PROGRAM in 1982.

RALSTON PURINA - contributed \$500,000 for summer jobs for 670 youths in 33 cities. Examples of jobs include cashiers, architectural drafting, photographer's aides, auto mechanics, secretaries, radio station technicians, carpenter's aides. The youths work ten weeks, twenty hours per week at \$3.25 per hour. INCREASE up from \$349,00 for 467 jobs last year.

UNITED TELECOMMUNICATIONS, INC. - in Kansas City, making an extra effort to support the President with their leadership in the Summer Jobs for Youth 1982 Program. The Kansas City Alliance for business (an affiliate of the National Alliance of Business) has formed a public/private partnership in an 8 county area. Members include 16 Chambers of Commerce. NEW in 1982 - established a computer-based job referral service by Kansas and Missouri Community Colleges. Also NEW in 1982 operation of a phone bank by the ST&T Long Lines Department, national telemarketing group to canvas targeted 6,000 business for summer jobs. NEW in 1982, the company loaned a vice president to be Director of Kansas City Alliance of Business. The 1982 total is 5,000 jobs for youths.

GULF OIL COMPANY - Announced Special 1982 Donation. \$25,000 for Pittsburgh Private Industry Council; \$60,000 to either Gulf Headquarters or their Research facility for 19 summer jobs. In Atlanta, Philadelphia and Houston - money to city government/community-based organizations for summer jobs - Atlanta \$45,000; Philadelphia \$45,000; Houston \$25,000. NEW

SUSQUEHANNA EMPLOYMENT AND TRAINING COMMISSION - consisting of three counties and two jurisdictions in Pennsylvania, received the President's letter of April 16, 1982. Program originally established work experience programs for 30 high school graduates. Process of finding employers worked so well that the Private Industry Council found additional funds to provide work experience for 75 youths. Fifty-three companies are participating, supervising from one to three youths each. INCREASE in 1982 from 30 to 57 youths employed.

PRUDENTIAL INSURANCE COMPANY - hired disadvantaged high school students selected and placed by neighborhood organizations, based on students' attitude and financial need. Students work 30 hours per week for 8 or 9 weeks. First 25 hours paid by program, at least 5 hours beyond the first 25 paid by employer. Minimum wage is paid and three-fourths of students are in small businesses (less than ten employees). Goal of \$100,000-\$150,000 raised from foundations and corporations (Prudential's share - \$45,000). INCREASE in financing for 1982.

PROCTOR & GAMBLE COMPANY - created 290 summer jobs in 1982 for teenagers and college students. Additionally, made a \$70,000 cash contribution to a special summer employment program in Cincinnati, sponsored by the local Chamber of Commerce. Grant will create additional 70 job opportunities for disadvantaged youths who will be employed by the city and the school system on work and learn projects. INCREASE in 1982.

R. J. REYNOLDS INDUSTRIES, INC. - provides jobs in both factories and offices and often places applicants in work related to their academic curricula. Many of these young people become regular employees upon completion of schooling. Will offer summer employees opportunities to 800 applicants in 1982. INCREASE

XEROX, INC. - Since 1978 has sponsored a "Summer Youth Employment Program." In 1982 have supported projects in Rochester, NY; Stamford, CT; Washington, DC; Los Angeles, CA; San Francisco, CA; New York, NY; and Miami, FL. Programs projected to employ an estimated 550 youths. INCREASE

3 M COMPANY - employed 206 high school and college students - minorities and young people needing financial assistance in order to complete their education. Examples include - science training and clerical on-the-job training for junior level students. Temporary summer technical employee program for junior level college students in science and engineering. EXPANDED program for 1982.

TECHTRONICS, INC. - of Portland, Oregon, conducted a Telethon to promote their Summer Youth Program. Norman Kilgore (SUN COMPANY executive on loan to the National Alliance of Business) participated in the Telethon. The Telethon was held as a result of telephone call from the White House, expressing the President's interest and as a follow-up to his letter of April 16, 1982. The "Teen Summer Work Out" generated more than 550 new jobs for young people in the Portland-Vancouver area. INCREASE in 1982.

KELLOG COMPANY - has in place a "Community Interest Group." Goal for this summer is 500 jobs from other businesses in the area, plus an additional 300 jobs at KELLOG. INCREASE in 1982.

MEMPHIS PRIVATE INDUSTRY COUNCIL - is administering the "City Slicker Program." This program put 200 youngsters to work on civic maintenance and beautification projects. NEW in 1982.

NEW YORK PARTNERSHIP, CHICAGO UNITED, BALTIMORE'S BLUE CHIP-IN PROGRAMS - are major established programs which have proven highly successful. Many major companies reported they worked through these channels on the 1982 Summer Jobs Program. INCREASE in all three cities in 1982. Example - New York Partnerships generated over 18,595 job pledges in 1982, which is 36% over last year's pledges of 13,700. Job placements in 1982 13,000, 40% over 9,300 in 1981.

THE WHITE HOUSE
WASHINGTON

We are sending the attached
Presidential remarks to you
for your information.

Thank you for your continued
interest in the President's
Task Force on Private Sector
Initiatives.

PS
T-1

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

March 24, 1982

REMARKS OF THE PRESIDENT
IN A MEETING WITH
CHIEF EXECUTIVE OFFICERS OF NATIONAL
ORGANIZATIONS

The East Room

11:51 A.M. EST

THE PRESIDENT: Thank you. Thanks very much. Thank you all very much.

Maybe I should be applauding you. I think your presence here disproves an old Army myth: never volunteer. We're delighted you could all come and I won't use that cliché from so many mystery movies, you all know or are wondering why I asked you here. You all know. I just hope that Bill Verity and John Filer are right, that your being here means that you're ready to make a commitment to this project.

It's not only close to my heart. It's important to the future of our country. We want to rebuild America, not from the Government down, but from the people up, all of us together as partners, community by community, and I am asking you today to help us make it work.

Our system of economic freedom has provided more opportunity, more mobility, more abundance, and distributed it all more widely among our people than any time or anywhere else on earth. Personal initiative, ingenuity, industry and reward, helped make America the envy of the world. I say "helped" because always there was that extra dimension of faith, friendship, and brotherhood. That made us good neighbors, good people, and made America a great country. (Applause.)

What'd you say? (Laughter.) The press conference is Monday. (Laughter, applause.)

But recently, I must say -- I flew to flood-stricken Fort Wayne, Indiana. And I said last night in New York, I discovered that we still have that spirit we've always had. I saw again how Americans can rally together in times of trouble. Certainly it was a terrible tragedy for many people but at the same time you had to be inspired by what you saw. My first sight was walking up to a dike, the water was right at the level of the top of the dike. And standing on that dike, hundreds of young people who had volunteered, standing there in a line and passing those heavy sandbags to keep that dike lineup above the flood crest. One of them gave me his boots, and so I took my place in the line for a little while. A young lady told me she'd been there for three days. They were all volunteers, girls and boys from all backgrounds, all the mix that you would find, anytime, anyplace in America, of the kind of people that make up an American group. And looking at their happy and enthusiastic faces while they were doing this -- and I heard they'd been there since early morning, and it was coming on evening, then -- and there was no griping about what was going on. I just looked at them and I thought I was looking at the face of the future in America. And I can tell you the future looked mighty good.

We've always done well when we've had the courage to believe in ourselves and in our capacity to perform great deeds. We got in trouble when we started looking to government for too

MORE

many answers, when we listened to those who insisted that making a government bigger would make America better.

Forgive me, but I happen to believe that the best view of big government is in the rear view mirror as you're driving away from it. (Applause.)

I know they were well intentioned with all the social experiments, but too often their cure only led to despair and dependency for the very people that needed genuine opportunity. The era of rising savings, investment, productivity growth, and technological supremacy that we once knew somehow seemed to slip further from our grasp. Did we forget that government is the people's business, and every man, woman, and child becomes a shareholder with the first penny of tax paid? Did we forget that government must not supersede the will of the people, or the responsibilities of the people in their communities? Did we forget that the function of government is not to confer happiness on us, but just to get out of the way and give us the opportunity to work out happiness for ourselves?

Now, these are not Republican or Democratic principles, they're American principles. Thirty years ago John F. Kennedy said, "Only by doing the work ourselves can we hope in the long run to maintain the authority of the people over the state. Every time that we try to lift a problem from our own shoulders and shift that problem to the hands of government, we are sacrificing the liberties of the people."

He was right. We must reaffirm our faith in the people and put America's future back in their hands. This doesn't mean, however, that we abandon our responsibilities to those in need. For 1983 we have proposed that 28 percent of all federal spending go to the elderly,

MORE

an average of \$7,850 per individual in payments and services; that the federal government subsidize approximately 95 million meals per day. In percent, that's 14 percent of all the meals that are served in the United States. Almost 7 million post-secondary awards or loans will be available to students or their parents through federal student assistance programs.

Through increased funding for Medicaid and Medicare, the federal government will provide medical care for some 47 million aged, disabled and needy Americans, about 20 percent of our total population and 99 percent of those who are over 65.

Approximately \$2.8 billion will be spent on training and employment programs, providing skills for almost 1 million low-income disadvantaged people, 90 percent of whom will be below the age of 25 or recipients of federal aid to families. Spending in essential services will not go down, as some would have us believe; it will go up. But you know as leaders of your major national organizations that too much taxing, spending, and control from Washington leads to bigger and bigger problems.

Only when the human spirit is allowed to invent and create, only when individuals are given a personal stake in deciding their destiny and benefiting from their own risks, only then can societies remain dynamic, prosperous, progressive and free.

So we're restoring incentives for personal enterprise. We're encouraging self-reliance again. And as a complimentary action, we've launched a nationwide effort to encourage citizens to join with us, find where need exists and then to organize volunteer groups to meet those needs.

Bill Verity, Chairman of our Private Sector Initiatives Task Force, is spending about 23 hours every day. He's recently retired, so he's taking it easy. (Laughter.) He's doing this, trying to build partnerships between the public and private sectors in every community in America. Already 20 governors have expressed an interest in forming statewide task forces and several have started putting in place their own statewide groups.

Eighty to ninety community partnerships are already in existence in one form or another. And now many new groups are being formed, thanks to the efforts of his task force.

This is a good beginning. But today with you we want to kick off a much greater effort. What we need now are your organizations, which do such a fine job representing individual groups at the grass roots, to step in and help us. The corporations, unions, churches, family farms and mom-and-pop stores all across the country look to you for leadership.

We're not asking you to take over the social welfare system. What we're asking is that you give generously of your time, your know-how and your imagination. And then we'd like to publicize your own good works so that together we can strengthen this system which is such a mighty engine for human progress.

I hope that we can count on your making private sector initiatives a top priority for the balance of this administration. Some of you are already taking the initiative. Let me just cite a few examples of what's being done to point out the enormous potential for good nationwide.

John Filer, the PSI Task Force liaison with national organizations, is Chairman of the Board of the National Alliance of Business. NAB is coordinating a major campaign to find jobs for youth this summer, targeting 100 cities across the country. They will be looking to you for support, and I should warn you this won't be the last time you hear from me about this project.

Bill Verity has done some great things in his hometown, Middletown, Ohio. The community partnership they established took inventory of all federal funds coming into the city. The U.S. Chamber then shared this example with their members, and now 36 local chambers have formed their own partnerships.

I'm also told 150 communities have been targeted by the U.S. Chamber for special attention to encourage them to establish public-private partnerships.

Sandy Trowbridge, President of the NAM, has requested his members to offer special help to job-training agencies, city halls, colleges, school systems, and neighborhood groups to provide worthy social services. Sandy has stressed that there's a clear-cut relationship between stable productive communities and the ability of companies to attract and retain skilled employees. And he's even gone ahead and printed up this brochure, which is kind of a checklist to help firms assess their community's needs and then decide how to help.

One of the greatest roadblocks to job-training and personal advancement is inadequate education. This problem is especially troubling in the black community where too many of our black children are not acquiring the skills they will need. Led by

MORE

Dr. Nathan Wright and Mrs. Leon Sullivan, black Americans are planning to mobilize over 60 major organizations and 500 thousand black community volunteers to attack this problem at its root. The drive will be called the National Assault on Illiteracy Program, and you can be sure that we'll be looking to help them any way we can. Americans are ready to act, and they'll respond when asked. Those youngsters I told you about in Ft. Wayne, within 24 hours after they were up there on the dikes and doing that, the volunteers started. And they ended up with 30 thousand volunteers who laid down a million sandbags, and even with the oncoming rain -- additional rain, the dikes held and Ft. Wayne people are now going back to their own homes. The waters have gone down.

I think it's significant that despite these difficult times when you would expect the average charity drive to fall short of its goal, that the United Way set a new record in last year's campaign. The dollar value of total time volunteered by Americans is now estimated at \$64½ billion. One recent poll showed that 44 percent of adults who got involved in volunteer work in the last year, did it because someone asked them. Isn't that really what it's all about, that each of us does have an obligation, a personal responsibility to give something back to this country which has given us so much. We can't all be the best, but we can each give our best, and America deserves no less.

Each of you here today is an acknowledged leader, a mover and shaker. Let us start asking ourselves, in 1982, what did I do today that will help a fellow American in need? And, if the answer is nothing, the next question should be: Well, what am I going to do about that tomorrow? With your help, we have begun to make the changes in Washington that America needs. And it's time to take this program and make it work at the grassroots.

I think back to a statement Herb Brooks made that seems more and more meaningful everyday. You know that name; he's coach of the New York Rangers. But, as you probably remember, he coached those young Americans of our olympic hockey team that made us so proud at Lake Placid when they defeated that great Russian team. Coach Brooks was in the locker room with his team before they took the ice. He wanted to fill his players with confidence to play the game of their lives. And he told them: "You're born to be a player; you are meant to be here at this time. This is your moment." And, as you know, when they left the ice, those kids were chanting U.S.A., U.S.A. Well, this is your moment, our moment I should say -- yours and mine -- our chance to correct the mistakes of the past, our chance to justify the belief, or the brief time that we spent here. We're not asking you for a miracle; we're doing what needs to be done. So help us do what we know is right, and help us to do what we know will work. Thank you for being here today for the cause that unites us. Maybe I've told some of you this story, or maybe someone else has told you. But I just have to tell -- I have a great admiration for people like you and what you are doing in this regard, people who can go out and solicit others, ask them for money. I've never been good at that. I always get self-conscious. That's why I'm in government. Now we don't ask for it; we just take it. (Laughter.)

But I had to tell you the little story about the gentleman who finally accepted the job of chairman of the charity committee in his hometown. And he looked at all the records. And then he went to a gentleman, and this was some time ago, back when 90 thousand dollars a year a year was an awful lot of income, more than it is now. And he said: "Our

records show that your income is above 90 thousand dollars a year, and yet you've never contributed to the local charity." And the old fellow said: "Do your records also show that my widowed children was left with four children and absolutely destitute?" He said: "Does it show that my older brother was disabled in the war, has been totally disabled ever since?" And kind of abashed, the chairman said: "Well, no, our records don't show that." And he said: "When I don't do anything for them, why should I do anything for you?" (Laughter.)

Now, forgive me, but I'm already late for my next appointment. And Bill Verity and John Filer will have some important business with you. So I leave it to them, and again, God bless you, and thank you very much for being here. (Applause.)

END

11:41 A.M. EST

file pst

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/23/82

ACTION/CONCURRENCE/COMMENT DUE BY

NOON MONDAY, 4/26

SUBJECT: DRAFT PRESIDENTIAL REMARKS FOR MEETING WITH PRIVATE SECTOR
INITIATIVES GROUP -- APRIL 27

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	GERGEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HARPER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	JAMES	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	JENKINS	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MURPHY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CLARK	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/> P	<input checked="" type="checkbox"/> SS	WILLIAMSON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DOLE →	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIDENBAUM	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BRADY/SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Bakshian</u> Moorhead	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Remarks:

Please provide any comments you may have to Aram Bakshian with a copy to our office by noon, Monday, April 26. Thank you.

Richard G. Darman
Assistant to the President
(x2702)

Response:

(Rohrabacher/AB)

April 23, 1982

3:00 p.m.

REMARKS: MEETING WITH PRIVATE SECTOR INITIATIVES GROUP
(SERVICE ORGANIZATIONS) APRIL 27, 1982

Welcome to the White House. I cannot think of a group more representative of good citizenship than this gathering today. So when I say welcome, it is more than a greeting; it is also an expression of thanks for all those many things you and your organizations are doing to better this country and improve the lot of those in need.

One hundred and fifty years ago a young French nobleman, Alexis de Tocqueville, traveled throughout our new country, chronicling his observations in his now well-known "Democracy in America."

The American way of life captured his imagination, especially the vitality with which our forefathers went about solving problems. "Wherever, at the head of some new undertaking, you see the Government in France or a man of rank in England, in the United States you will be sure to find an association," he wrote. "The people wield immense influence over their magistrates and often carry their desires into execution without intermediaries."

It was this spirit of direct action, of unbridled optimism, of compassion and freedom that made America unique among the nations. It is a tradition you represent and a spirit that, with God's help, we can build upon.

There are, of course, some who believe the vigor observed by de Tocqueville is fading. Don't you believe it. We are

witnessing a rebirth of concern and involvement that historians may describe as a reawakening of the American spirit.

For the first time in decades, people are starting to realize they have an important role to play, that they can make a difference. This is the purpose of our Task Force on Private Sector Initiatives established last December. Bill Verity, chairman of the Task Force, is with us today.

I'd like to clear up one point. By encouraging private actions, we are not inferring that Government's role should be eliminated. On the contrary, overall social spending is up. The budget we have proposed for Health and Human Services is increasing 8 percent or \$20 billion in the 1983 budget over 1982. The HHS budget will total \$274.2 billion, which is \$53 billion bigger than the defense budget and larger than the entire budget of any country in the world except the United States and the Soviet Union.

And while some programs have been reduced, in general, what are described as budget cuts are simply efforts to slow down the runaway growth in spending. When I entered office, getting control of spending was an absolute necessity.

We were on the edge of an economic abyss. Everyone would be worse off today if we had permitted inflation to keep going at the rate it was before the 1980 election. At that rate, a family of four on a fixed income of \$15,000 would today be about \$1,000 poorer in purchasing power.

Those dependent on social programs are better off as well. The purchasing power saved as a result of bringing inflation

under control has more than offset the reduction of increase in overall social service spending.

Putting America's economic house in order meant changing attitudes, particularly the dangerous tendency to turn to Government to solve every problem. After being told for decades that government is the answer, some people's reluctance to try a different approach is understandable.

What if, for example, Boy Scouts of America were a Government program instead of a voluntary activity? It has been estimated that just doing what they are now would cost us about \$5.5 billion a year. Yet as an efficient non-government activity, scouting costs only about \$187 million a year -- amazingly more efficient than if it were run in the public sector. But beyond the financial savings, everyone involved -- scouts, scout leaders, parents, everyone -- is having a more meaningful experience because of the time and resources voluntarily contributed to scouting.

The many accomplishments of your organizations represented here today prove to me that there is enormous potential ready to be tapped. That is one reason you've been invited here today. I need your help to activate those on the sidelines and to encourage those already involved to keep going.

The Jaycees, a group always close to my heart, have responded to the call for direct involvement with all of the enthusiasm and gusto for which they are famous. The Jaycees' national leadership has committed the full resources of their 7,000 local clubs and 280,000 members toward a bold effort to

establish a public foundation on volunteerism in every community where a Jaycees club exists. The potential value of this project alone is enormous -- Bill Verity tells me you'll be hearing more about it shortly.

It was recently estimated that the value of just the annual time volunteered by Americans is \$64.5 billion. Whether it's a grandmother volunteering at the church day-care center or a member of the Kiwanis Club at the charity car wash, much is being accomplished and we think it should be encouraged.

That is why we established the President's Volunteer Action Award and brought this year's recipients to the White House. Eighteen individuals and organizations received recognition for doing some wonderful things to make our country a better place to live in -- everything from helping victims of cancer to counseling the troubled.

One program receiving the award is known as Christmas in April. When April comes to Washington, we think of the cherry blossoms; in Midland, Texas, they think of helping elderly and handicapped people fix up their homes. Since 1973, thousands of volunteers working through the Christmas in April program have repaired the dwelling of Midland's less fortunate, disabled and elderly.

Now I realize that I may be preaching to the choir, but there are too many people who don't know about the many wonderful things your organizations are doing. Getting the word out is another reason the task force was created.

We want the American people to know about the many worthwhile programs supported by the United Way -- which raised more money in this year's fall and winter fundraising campaign than ever in the movement's 95-year history. We want the public to know about the members of the Veterans of Foreign Wars and the American Legion who give of their time to help disabled veterans and to encourage the spirit of patriotism. Then there is the Trilateral Project, which combines the efforts of black national organizations with the Red Cross and H.H.S. to combat the problem of high blood pressure in black communities.

The list goes on and on, especially for programs aimed at America's young people -- such as the work done by black fraternal organizations in providing tutoring for ghetto youths, offering them a chance for a better future. And then there are the many programs sponsored by service clubs to combat drug abuse.

I wish all those who claim our greatest days are passed could grasp the energy and vitality in grassroots America today.

Henry Luce, the founder of Time magazine saw this. He spent a lifetime watching and recording it, and his reflection in 1962 was not so different from that of de Tocqueville:

"We're the country of the endless frontier," he wrote, "of the big sky, of manifest destiny, of unlimited resources, of 'Go West, young man,' of opportunity for all, of rags to riches, mass production, nothing to fear but fear itself, technical know-how, a chicken in every pot, gung-ho and can do. . ."

It may sound a little corny, but Henry Luce was absolutely right.

This is stuff that put the first man on the moon and sent the space shuttle Columbia into orbit and brought her home again.

When I was inaugurated, I said that our people have potential for greatness. They've proven it when it counted. Today I need your help to encourage them to put that potential to work directly on some problems we've let sit too long. After you leave today, I'm asking you for a renewed commitment. Talk to your boards of directors and your members. Identify and take on a new project -- a private sector initiative -- and put the full resources of your organization behind it. Talk it up at your annual conventions this year. Let others know about what you're accomplishing.

What we are trying to build in this country is a new bond between the public and private sectors. Bill Verity calls this new coalition a community partnership and I'm sure you will be hearing more from him about how much can be accomplished. Together we can and will do great things. After all, we are Americans.