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PSI
Task Force



June 21, 1982

Mr. Norton Blackwell
Special Assistant
Public liaison
Room 191 OEOB

Dear Mr. Blackwell:

Attached is a project from the data bank titled "Kansas Community Improvement (P.R.I.D.E.)." Jerry Guth asked me to forward this project to you.

Hope it is of assistance.

Sincerely,

Neil W. Hepp
Director Information
Services

PROJECT SUMMARY

CATEGORIES: 081300 082300 084000 ID NUMBER: 000248

PROJECT TITLE: KANSAS COMMUNITY IMPROVEMENT (P.R.I.D.E.)

ORGANIZATION: KANSAS COOPERATIVE EXTENSION SERVICE
KANSAS STATE UNIVERSITY, 115 UMBERGER HALL
MANHATTAN, KS 66506

CONTACT: MR. JOHN HARTFORD
CHAIRPERSON, STATE PRIDE COMMITTEE
201 N. MARKET, BOX 208
WICHITA, KS 67201

TELEPHONE: 317-261-6239

PROJECT BEGUN: 05/71

PURPOSE: TO ENCOURAGE PRIVATE SECTOR LEADERSHIP TO DEVELOP STRATEGIES
AND TAKE RESPONSIBILITY FOR MEETING PUBLIC NEEDS.

DIMENSIONS OF PROJECT

AREAS OF CONCENTRATION: ECONOMIC DEVELOPMENT
HEALTH AND MENTAL HEALTH
TRANSPORTATION
SAFETY AND CRIME PREVENTION
HOUSING, EDUCATION, ENERGY

TARGET AUDIENCE: ELDERS
FAMILIES
YOUTH
ADULTS

GEOGRAPHIC POPULATION: 5,000 - 25,000

TARGET POPULATION: 25,000 - 100,000

ANNUAL COST OF PROJECT: \$25,000 - \$50,000

SOURCE OF PROJECT FUNDS:
23 % FROM BASIC OPERATING BUDGET
60 % FROM SPECIAL FUNDING CAMPAIGN
17 % FROM CORPORATE CONTRIBUTIONS

HUMAN RESOURCE REQUIREMENTS

PAID STAFF: FULL TIME 2 PART TIME 100
VOLUNTEERS: 5925

PROJECT SUMMARY

ID NUMBER: 000248

VOLUNTEER ACTIVITIES:

100 INVOLVED IN GOVERNANCE
200 INVOLVED IN PROJECT MANAGEMENT
100 INVOLVED IN FUND-RAISING
150 INVOLVED IN PUBLIC RELATIONS
4875 INVOLVED IN DELIVERY OF PROJECT SERVICES
400 INVOLVED IN SELF-HELP

TYPE OF ORGANIZATION:

EDUCATIONAL INSTITUTION
STATE GOVERNMENT UNIT

OTHER ORGANIZATIONS INVOLVED IN THE PROJECT:

NEIGHBORHOOD GROUPS
LOCAL VOLUNTARY ORGANIZATIONS
BUSINESSES OR CORPORATIONS
LOCAL GOVERNMENT UNITS
CIVIC GROUPS

OUTSTANDING FEATURES:

COMMUNITY NEEDS ASSESSMENT OR ISSUE IDENTIFICATION
PROJECT PLANNING AND DESIGN
PUBLIC COMMUNICATION AND INFORMATION EXCHANGE
VOLUNTEERS INVOLVED IN LEADERSHIP/MANAGEMENT

PROJECT SUMMARY

ID NUMBER: 000248

SUMMARY:

KANSAS COMMUNITY IMPROVEMENT IS A CITIZENS PROGRAMS THAT ENCOURAGES LEADERSHIP TO DEVELOP METHODS AND TAKE RESPONSIBILITY FOR MEETING PUBLIC NEEDS. IT IS SPONSORED BY CORPORATIONS DOING BUSINESS IN THE STATE, KANSAS BANKERS ASSOCIATION, FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN, KANSAS ASSOCIATION OF COMMERCE AND INDUSTRY, LOCAL VOLUNTEER LEADERS, AND OTHER BUSINESSES AND GROUPS IN KANSAS. FIRMS DOING BUSINESS IN KANSAS PROVIDE \$11,500 EACH YEAR FOR THE OPERATION OF THE PROGRAM. THE 6,220 VOLUNTEER LEADERS INVOLVED ARE ASSISTED BY THREE MAN-YEARS OF PROFESSIONAL STAFF OF THE KANSAS COOPERATIVE EXTENSION SERVICE AND ONE MAN-YEAR FROM THE KANSAS DEPARTMENT OF ECONOMIC DEVELOPMENT. OVER 300 KANSAS COMMUNITIES HAVE ENROLLED IN THE KANSAS COMMUNITY IMPROVEMENT PROGRAM SINCE IT BEGAN IN 1971. THIS HAS INVOLVED ONE-HALF OF THE INCORPORATED CITIES OF THE STATE.

THE KANSAS COMMUNITY IMPROVEMENT PROGRAM HAS THREE APPROACHES: CITIZEN EVALUATING OF COMMUNITY PLANNING, FACILITIES AND SERVICES--ANNUAL ORGANIZING OF CITIZENS COMMITTEES TO IDENTIFY AND SOLVE PROBLEMS--AND A YOUTH PROGRAM THAT ENCOURAGES YOUNG PEOPLE TO BECOME MORE INVOLVED IN SOLVING COMMUNITY PROBLEMS. IN THE CITIZEN EVALUATION APPROACH, LOCAL VOLUNTEER LEADERS EVALUATE THEIR COMMUNITIES IN NINE CATEGORIES: COMMUNITY PLANNING, ECONOMIC DEVELOPMENT, COMMUNITY SERVICES, COMMUNITY UTILITIES, TRANSPORTATION, HOUSING, EDUCATION, ENRICHMENT, AND ENERGY. DATA IS PROVIDED TO 55 OUTSIDE EVALUATORS WHO DETERMINE WHETHER THE COMMUNITIES ARE ADEQUATE AND DESERVING OF STATE-WIDE RECOGNITION. IF THEY ARE DEFICIENT, RECOMMENDATIONS ARE GIVEN FOR IMPROVEMENT. WHEN A COMMUNITY IS APPROVED IN ALL CATEGORIES, THEY ARE DESIGNATED A KANSAS PACEMAKER COMMUNITY AND ARE AWARDED A PLAQUE BY THE GOVERNOR OF KANSAS AT A COMMUNITY-WIDE BANQUET AND PROGRAM. IN THE ORGANIZING CITIZENS COMMITTEE APPROACH, A COMMUNITY IMPROVEMENT COMMITTEE OF VOLUNTEER LEADERS IS ORGANIZED EACH YEAR TO LOOK AT THE COMMUNITY SITUATION, IDENTIFY COMMUNITY PROBLEMS, ESTABLISH GOALS AND PROJECTS, INVOLVE CITIZENS, LOOK AT ALTERNATIVE SOLUTIONS, AND MAKE COMMUNITY IMPROVEMENT. PARTICIPATING COMMUNITIES ANNUALLY SUBMIT A RECORD BOOK OF ACCOMPLISHMENTS, AND CASH PRIZES, PROVIDED BY PRIVATE ENTERPRISE, ARE AWARDED TO OUTSTANDING COMMUNITIES. ADDITIONAL AWARDS ARE MADE FOR ACCOMPLISHMENTS BY YOUTH.

United States Senate

MEMORANDUM

December 4, 1981

Morton:

Mrs. Jepsen asked that I share this information with you.

Gina Bessey

PRESIDENT'S TASK FORCE ON PRIVATE SECTOR INITIATIVES

C. William Verity, Chairman

COMMITTEES

I. Liaison - National Organizations

John H. Filer, Chairman
Chairman
Aetna Casualty and Life Company

Andrew C. Sigler
Chairman and CEO
Champion International

Walter G. Davis
Director
Department of Community Services, AFL-CIO

Alexander Trowbridge
President
National Association of Manufacturers

William R. Bricker
National Director
Boys Clubs of America

II. Models

William J. Baroody, Jr., Chairman
President
American Enterprise Institute

John Gardner
Chairman
Independent Sector

Honorable David Durenberger
Senator
United States Senate

James W. Rouse
Chairman
The Rouse Company

Dr. Henry Lucas, Jr., Chairman
New Coalition for Economic and Social Change

III. Local Private Sector Initiative Committees ✓

Jeri J. Winger, Chairman
First Vice President
General Federation of Women's Clubs

Edward H. Kiernan
President
International Union of Police

J. Richard Condøx
President
National Association of Counties

Helen G. Boosalis
Mayor
City of Lincoln

Robert D. Lilley
Chairman
Local Initiatives Support Corp.

IV. Recognition and Awards

Thomas H. Wyman, Chairman
President
CBS, Inc.

Tom Pauken
Director
ACTION

George Romney
Chairman
National Center for Citizen Involvement

Reverend Leon Sullivan
Founder
Opportunities Industrialization Center

Max Fisher

V. Impediments

Honorable Barber B. Conable
Congressman
U.S. House of Representatives

Kenneth N. Dayton
Chairman of Executive Committee
Dayton-Hudson Corporation

E.V. Hill
Pastor
Mt. Zion Baptist Church

Michael S. Joyce
Executive Director
John M. Olin Foundation

VI. ✓ Creative Giving - Time, Talents, Contributions

Arthur Levitt, Jr., Chairman
Chairman
American Stock Exchange

See page

Cornell C. Maier
Chairman
Kaiser Aluminum and Chemical Corporation

Richard W. Lyman
President
Rockefeller Foundation

Terence Cardinal Cooke
His Eminence, Archbishop of New York

Elder Thomas S. Monson
The Mormon Church

VII. Incentives

William C. Norris
Chairman and CEO
Control Data Corp.

William S. White
President
C.S. Mott Foundation

VII. Incentives (Continued)

Leslie L. Luttgens
Chairman
Council on Foundations

James S. Henry
President
Center for Public Resource

VIII. Governors' Committee

Honorable Pierre S. duPont, Chairman
Governor
State of Delaware

Luis A. Ferre
Former Governor of Puerto Rico

George Romney
Chairman
National Center for Citizen Involvement

IX . Marshalling Human Resources

Frank Pace, Chairman
Chairman and CEO
National Executive Service Corporation

Ellen Sulzberger Straus
President
WMCA Radio

William Aramony
President
United Way

Daniel Gilbert
President
Eureka College

X. Liaison - Government Offices

Dr. Jean L. Harris, Chairman
Secretary of Human Resources
Commonwealth of Virginia

Dee Jepsen
Advisory Board Member
Steppe Foundation

Honorable David Durenberger
Senator
United States Senate

Tom Pauken
Director
ACTION

EXPEDITERS

Southwest

Robert Mosbacher, Jr.
Vice President
Mosbacher Production Company

Far West

Franklin D. Murphy
Chairman of the Executive Committee
Times Mirror Company

Dr. Henry Lucas, Jr.
Chairman
New Coalition for Economic
and Social Change

East

Frank Pace, Jr.
Chairman and CEO
National Executive Service Corp.

Mid West

Max Fisher

THE WHITE HOUSE
WASHINGTON

MEMORANDUM TO WHITE HOUSE SENIOR STAFF

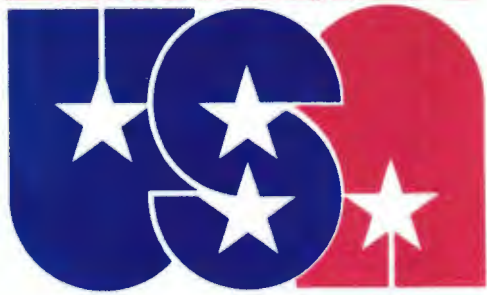
FROM: JAY MOORHEAD, SPECIAL ASSISTANT TO THE
PRESIDENT FOR ~~PRIVATE SECTOR INITIATIVES~~

SUBJECT: TASK FORCE ON PRIVATE SECTOR INITIATIVES
NEWSLETTER.

I am enclosing a newsletter published semi-monthly
by the President's Task Force on Private Sector
Initiatives.

It is intended to provide a digest of recent developments
in private sector initiatives and highlights of the activities
of the Task Force.

The newsletter will be mailed to your office semi-monthly.
Should you have any questions or need further information
on any of the articles, please call.



NEWS

BUILDING PARTNERSHIPS NEWS is published semi-monthly by the President's Task Force on Private Sector Initiatives. It is intended to provide readers with a digest of recent developments in private sector initiatives, updates on the work of the Task Force, examples of private sector models of community involvement, and highlights of the activities of Task Force constituencies including national organizations, governors, mayors, foundations, corporations, organized labor, community groups and others.

TASK FORCE MEETS IN BALTIMORE 'SHOWCASE'

Members of the President's Task Force on Private Sector Initiatives observed first-hand the visible results of public/private partnerships when they held their quarterly meeting in Baltimore in late May.

Hosted by Task Force member James Rouse, the 44 members toured the revitalized Baltimore inner city and heard the story of a program which has taken more than two decades to develop from Mayor William Donald Schaefer and several city officials.

Mr. Rouse, "master planner" of the city's celebrated Inner Harbor, described the working partnership of government and business in the city and then led the group on a tour of beautification and small business projects.

One key to Baltimore's renaissance is the partnership called the Blue Chip-In, out of which grew a unique financing program in which private companies "invest" in projects which are designed to create new jobs, train the unemployed, and provide important — and in many cases,

emergency — services which go beyond the city's basic responsibilities.

Results so far have meant triple returns on the investments — even including the underwriting of loans which had been considered economically infeasible.

In less than one year, the community partnership has invested the equivalent of \$1.5 million in cash and jobs. To date, this investment has underwritten 26 important development projects and is providing 1,500 summer jobs for teenagers this year.

Henry Butta, vice president of the Chesapeake and Potomac Telephone Company of Maryland and one of the business leaders who helped initiate Blue Chip-In, told the Task Force members that "business programs must now make social sense, just as social program must make business sense."

CORPORATE LEADERS FAVOR GIVING MORE

Chief executives of corporate America are far more "bullish" about donating company funds to the nation's non-profit sector than is generally believed, according to a national study released recently by the Council on Foundations.

The study surveyed Chief Executive Officers of 219 corporations. The study, conducted by Yankelovich, Skelly and White, Inc., a public opinion research and polling organization, focused on cash giving as the principle form of corporate philanthropy.

According to the study, corporate giving reached \$3 billion last year, and the actual total of corporate giving could be substantially higher because many corporations do not report all their contributions as charitable giving.

The study, which the Council calls the "first comprehensive examination toward the issue of philanthropy," comes at a time when the President's Task Force on Private Sector Initiatives has called for increased commitment by the private sector in meeting community needs. "The future of corporate giving looks promising,"

said James A. Joseph, President and Chief Executive Officer of the Council on Foundations. "About 6 in 10 of the companies surveyed plan significant increases in their philanthropic contributions over the next few years. We are very encouraged by the study's findings."

In summarizing CEO's attitudes toward corporate giving, the study entitled, "Corporate Giving: The Views of Chief Executive Officers of Major American Corporations," characterizes CEO's as regarding corporate philanthropy as a way to help those in need in a manner consistent with larger corporate objectives.

Founded in 1949, the Council now numbers 969 foundations with combined assets of approximately \$23 billion. In 1981, its members contributed \$1.4 billion to a variety of education, social, health, religious, cultural, civic and international development programs.

WHERE THE ACTION IS....

- The New York City Partnership, which found 10,000 summer youth jobs last year, has announced they have obtained 12,500 jobs toward their goal of 15,000 for this year.
- Honeywell Corporation recently initiated a partnership with the Massachusetts Department of Corrections to provide instructors, training materials and computer hardware for a computer training course in the state prison system. The partnership reports that only 3 percent of those who complete the course return to prison.
- The First Presbyterian Church in Youngstown, Ohio recently heard a sermon delivered by Dr. David Kaminsky on private sector initiatives and offered "two cheers for voluntarism" and the President's challenge to "take leadership (of their communities) once again."
- The first all-volunteer private drug clinic has been established in Dover, Delaware. The partnership includes volunteer doctors, nurses, social workers and a psychiatrist. The clinic is open for visitation hours and maintains a 24-hour emergency service.
- Heublein Inc. has entered in a partnership with PUSH (People United To Save Humanity) in a multi-million dollar minority business development program. The five-year plan provides for over \$50 million in Heublein minority business programs, expected to generate more than \$360 million in economic activity in the black community.
- Eastman Kodak Company of Rochester, New York led employee giving in the Rochester United Way campaign last year. Kodak employees contributed \$5,277,400, a 17 percent increase from the previous year.
- In response to the President's meeting with service club leaders in April, Kiwanis International has initiated a task force on volunteerism. The task force is attempting to chart a course of action with regard to private sector initiatives and a higher level of voluntarism.
- The General Federation of Women's Clubs, headed by President's Task Force member Jeri Winger, has launched a new project to design and implement partnerships with business and industry in meeting needs of communities. The Federation has been involved in volunteer work since 1889 and over the past two years, almost 600,000 GWFC members nationwide, have donated 22.5 million hours of volunteer service to their community.

"EVERYONE CAPABLE OF DOING SOMETHING"...

PRESIDENT REAGAN

President Reagan, addressing the Metropolitan Chicago YMCA, praised many examples of private sector involvement in meeting community needs, and the spirit of volunteerism across the country.

"Anyone who writes off Americans is making a tragic error. More often than not, our citizens are simply waiting to be asked," he said, and commented that the President's Task Force on Private Sector Initiatives is working to join all members of the private sector to, "do what they can to make this a better country ... by working together in partnership to meet community needs."

The President cited the YMCA as representing the largest voluntary human service agency in the country, a public/private partnership that serves as a model for others.

He stated that in the last few months he has met with hundreds of leaders of the nation's largest national business organizations and trade associations, leaders of America's religious institutions and service organizations, to encourage others to get involved in private sector initiatives.

"The AFL-CIO is another good example," the President said. "They've demonstrated leadership in organizing a host of worthwhile community projects. They have a network of 310 full-time labor community service representatives working to address needs in 196 cities.

"I just wish those who are pessimistic about the future of America could see an overview of this surge of creative and humanitarian actions. There is much to be done. And while no one is capable of doing everything, everyone is capable of doing something."

PSI HIGHLIGHTS

ON CAPITOL HILL

Rep. Mickey Edwards (R-OK) has introduced the Volunteering in Government Act of 1982 to expand the use of volunteers in programs run by the federal government.

Co-sponsoring the bill are Reps. Barber Conable (R-NY) and Gene Taylor (R-MO), and they are adding other co-sponsors to the bill.

Companion legislation in the same name was introduced by Senators David Durenberger (R-MN) and Arlen Specter (R-PA).

Senator Durenberger and Rep. Conable are members of the President's Task Force.

.....Rep. Jerry Soloman (R-NY) says the "tradition of people helping people is as old as the country itself, and it continues, even though it receives less publicity than it should."

He cited polls which show at least a third of the people volunteer on a regular basis (two hours or more a week), and 10% of the adult population averages seven or more volunteer hours a week.

HELPING HANDS —

.....Her neighbor believes that the story of Mrs. Thelma Sullivan of Meansville, GA, deserves to be heard through the Task Force.

Jean Salter, of Meansville, writes:

"I was reading in your pamphlet about the good deeds of individuals. We have such a person in our community.

"Her name is Thelma Sullivan and she and her husband Pierre own and operate a grocery and dry goods store. Thelma started a group for retired citizens or the elderly. She started this many years ago with just volunteers for help, holding Christmas dinners and parties for special occasions. This was from her own pocket and small donations from friends.

"At Christmas everyone always gets a gift and special attention goes out to each one. If someone couldn't attend, she sees they receive a special plate and, always, cards. She gets up ideas of things for them to make for their families that are easy and cost them nothing because she furnishes the supplies for them.

"She is always there when they need her a fine lady, never once considering herself. If anyone deserves recognition, she does."

Continued on next page

BROADCASTERS RESPOND QUICKLY ...

Over 25 independent broadcasters and representatives of the national networks, meeting with President Reagan at the White House, heard the President stress the power of the media in promoting community service.

He told them that the good from encouraging the formation of public/private partnerships to address local needs is immeasurable.

The broadcasters were highly supportive of KAKE-TV's (Wichita) example of a community service news series (see May 1 issue), and many made commitments to undertake the same initiative in their local markets.

Immediate response included Westinghouse Broadcasting Company's donating the cost of reproduction of the KAKE tape for its broader use as a model to television stations across the country.

Stanley S. Hubbard, President of Hubbard Broadcasting, said that "participating in such a project would not be to pat ourselves on the back, but would be for the good of the country."

For further information on the "KAKE project" please contact Carolyn Tieger, at the President's Task Force on Private Sector Initiatives, (202) 395-7362.

HIGHLIGHTS *(Continued from previous page)*

.....Virginia Governor Charles Robb has launched a "Jobs for Virginia's Graduates" program to identify students most likely to be unemployed and try to find them jobs. The program is patterned after and partially supported by the "Jobs for America's Graduates" concept headed by Delaware Governor Pierre du Pont who is a member of the President's Task Force.

By sharing costs, rural Fairfield County, South Carolina, and South Carolina Electric and Gas Company were able to build a facility for a 24-hour ambulance service and volunteer fire department.

.....C.C. Clinkscales, III, National Director of the National Alliance of Senior Citizens, writes to praise the Shriners for their offer to help any child under the age of 18 who needs orthopedic or burns treatment at any of the Shrine's 18 orthopedic-specialist and three burn-damage hospitals, at no charge.

Mr. Clinkscales comments that this is the "first letter I ever have received from any person or any group offering to help others...and I believe the voluntary services of the Shriners merit the very highest recognition and praise from the President's Task Force on Private Sector Initiative."

TAPES NOW AVAILABLE

- The President's Task Force on Private Sector Initiatives has made available a videotape of a nine-part news series on public-private partnerships and voluntarism. The series, produced by KAKE-TV, Wichita, Kansas is distributed on a loan basis to any group wishing to view it. For further information please contact Carolyn Tieger at the Task Force, (202) 395-7362.
- President Reagan recently videotaped a three-minute public service announcement on private sector initiatives. The tape is available for your organization or group by contacting Michael Castine, Office of Private Sector Initiatives, The White House, (202) 456-6450.

The single most important factor in the success of a corporate volunteer program is the interest, support, and active involvement of top management-including the chief executive officer and the president." - Robert V. Van Fossan, Chairman and Chief Executive Officer, Mutual Benefit Life Insurance Company.

BUILDING PARTNERSHIPS NEWS is published semi-monthly by the President's Task Force on Private Sector Initiatives. Please read and forward to other individuals in your organization. For additional information on articles, extra copies, or to add names to the distribution list, please contact the Office of Communications at (202) 395-7362.

Howard S. Grynsan, Editor

PS-1

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

March 24, 1982

EXECUTIVE ORDER

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CHARITABLE FUND-RAISING

By the authority vested in me as President by the Constitution of the United States of America, and in order to support and facilitate fund-raising on behalf of voluntary agencies through on-the-job solicitations of Federal employees and members of the uniformed services, and to ensure that the recipient agencies are responsible in the uses of the monies so raised, it is hereby ordered as follows:

Section 1. The Director of the Office of Personnel Management shall make arrangements for such national voluntary health and welfare agencies and such other national voluntary agencies as may be appropriate to solicit contributions from Federal employees and members of the uniformed services at their places of employment or duty. These arrangements shall take the form of an annual Combined Federal Campaign in which eligible voluntary agencies are authorized to take part.

Sec. 2. The Director shall establish criteria for determining the eligibility of voluntary agencies that may participate in each of the annual Combined Federal Campaigns.

Sec. 3. In making arrangements for the Combined Federal Campaign, the Director is authorized, in his discretion, to consult with the Departments and agencies concerned, representatives of the employees and members to be solicited, and, to the extent practicable, representatives of voluntary agencies seeking to participate in a Combined Federal Campaign.

Sec. 4. The arrangements made by the Director shall (a) ensure that all contributions are voluntary, that there is no coercion, and that individuals have the option of disclosing their contribution or keeping it confidential, (b) designate the specific period during which the annual solicitation may be conducted, and (c) permit only one annual solicitation except in cases of emergency or disaster appeals for which specific provision shall be made by the Director.

Sec. 5. Subject to such rules and regulations as he shall prescribe, the Director may authorize a local principal combined fund organization to manage a local Combined Federal Campaign. Such authorization shall, if made, ensure at a minimum that the local principal combined fund organization operates subject to the direction and control of the Director and such local Federal coordinating entities as he may establish; manages the local campaign fairly and equitably; consults with and considers advice from interested parties and organizations; and publishes reports of its management of the local campaign.

more

(OVER)

Sec. 6. The forms for the solicitation of funds shall clearly specify the eligible agencies and provide a direct means to designate funds to such agencies. Where allocation of undesignated funds by the local principal combined fund organization is authorized by the Director, prominent notice of the authorization for such allocation shall be provided on the solicitation forms.

Sec. 7. This Order shall not apply to solicitations conducted by organizations composed of civilian employees or members of the uniformed services among their own members for organizational support or for the benefit of welfare funds for their members. Such solicitations shall be conducted under policies and procedures approved by the head of the Department or agency concerned.

Sec. 8. The Director shall prescribe such rules and regulations as may be necessary to implement this Order.

Sec. 9. Executive Order No. 10927, as amended, is revoked. Notwithstanding that revocation, directives issued under that Order shall continue in effect until revoked or modified under the provisions of this Order.

RONALD REAGAN

THE WHITE HOUSE,

March 23, 1982

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

March 24, 1982

PRESS BRIEFING
BY
WILLIAM VERITY,
CHAIRMAN OF THE PRIVATE SECTOR INITIATIVE TASK FORCE

The Briefing Room

1:55 P.M. EST

MR. VERITY: Thank you. I'm delighted to be here, ladies and gentlemen. We just completed a meeting with 100 national organizations in which we were encouraging them to help the Task Force in its work. We talked about forming community partnerships, which is one of the important parts of our work agenda. We told them about our data bank where we have models of what communities are doing to help themselves. We also talked about the effort we have with the governors, in which we are encouraging governors to establish task forces in each state of the country, and encouraged these members of the national organizations to help in the formulation of these state task forces.

One of the important things that we announced today, and which is the principal purpose of being with you, is that we do have some recommendations from the Task Force on contribution strategy. We will have additional announcements other than the ones we're making today. We don't have anything on religious organizations or foundations today, but we do have recommendations on contribution strategy for corporations and for individuals. So I'd like to read this to you.

"The President's Task Force on Private Sector Initiatives believes that while the private sector is already making a major contribution to the social and economic progress of America through a variety of contributions, of time, and talent and money, more can be done to make the private sector a strong partner with government in meeting the needs of American communities.

"The private sector includes business, organized labor, religious and civic groups, educational and philanthropic institutions, service and neighborhood organizations, trade and professional associations, individuals and families -- the broadest possible cross-section of American life. Each part of the private sector has an important role to play in shaping the future of our nation."

"This statement is the first of several that the Task Force will issue during its thirteen-month life about how we can most appropriately strengthen the private sector. And it focuses specifically on the contributions made by corporations and individuals.

As for corporations, the Task Force recommends that corporations double within four years the levels of cash contributions to non-profit organizations engaged in public service, with a goal of tax-deductible contributions equalling at least 2 percent of pre-tax net income; (2) double within four years the overall level of their involvement in community service activities, both in financial contributions and in the mobilization of their human resources and volunteer capacities; (3) reassess the pattern and direction of both their cash contributions and other forms of public involvement to ensure that the most pressing human, social and economic needs in their communities are being addressed effectively; and (4) commit themselves to active involvement in the development and enhancement of partnerships between the private and public sectors in their communities.

MORE

In recent years corporations have gone far beyond cash contributions in their involvements in the community -- to job creation and training for the unemployed, targeted urban investment, loan technical expertise to local and state government, and support for employee-volunteer programs. Their total cash contributions of approximately \$3 billion have been matched by a variety of incoming contributions of goods, services, and loan personnel. These contributions are a vital resource in communities nationwide.

"Now, individual corporations vary widely in the extent and nature of their current involvement and in their potential for increased involvement over time. Thus, the Task Force recommendations address the overall commitment that must be made by the business community in the years immediately ahead. And, likewise, the Task Force recognizes that the most active and lasting commitment will come as the product of each company's own recognition that the condition of the communities in which they operate is as much a part of their business as the products they make and the services they offer.

"As to individuals, the Task Force recommends a goal of doubling individual giving in the next four years.

MORE

Almost 90 percent of private giving is by individuals. In 1980 the total of individual contributions exceeded \$43 billion. In addition, individuals contribute an enormous amount of personal volunteer time equivalent in 1981 to an estimated \$64 billion. When individuals give money and time our society benefits in three ways; specific people and causes are assisted, there is a greater awareness of community needs and issues, and the givers gain an important sense of service.

Since its beginning this country has benefitted from an extraordinary willingness on the part of individuals to participate in addressing community needs and aspirations. It is important to our nation and to its givers and receivers that we strengthen that voluntary impulse. A doubling of individual giving in four years will raise personal donations to a level of approximately \$100 billion.

Now the present average of personal contributions is about 2 percent of annual income, with many individuals and groups contributing the traditional 10 percent or the tithe. The Task Force proposes that Americans work toward an average contribution of 5 percent of personal income. The increased support should go to the causes of one's choice. That, too, is an important part of our democracy and the pluralism that strengthens it. Individual giving and volunteering go hand and hand. If within the next four years we can double the levels of contributed time and money, we will have multiplied all of the benefits of this country's unique pattern of private initiative for the public good.

And that is the strategy that we announced to these national organizations this morning and we ask that they support these recommendations in their organizations and, of course, it is extremely important that they do so if we are to be effective in what we are trying to do.

Q What was their reaction?

MR. VERITY: I don't think that they were prepared to make any commitments at that time nor did we expect it. In the conversations that I had with some of them afterwards they made no commitment but they said they think it is important that we have goals, that Americans respond to goals and certainly it is helpful to have someone put some goals up to shoot at.

Q This is fine if the economy rises, but you see with those big corporations -- when they are not selling cars, for instance, how are you going to get a car company when Ford doesn't pay dividends anymore? How are you going to get them to contribute when people are out of work? They would love to do it but how are you going to do it?

MR. VERITY: Well, we are talking about over the years, we are not talking about today, and certainly it would be very difficult for the Ford Motor Company or one of the automobile companies to do very much. And certainly no one would expect it. But we are talking about a change in the way that we are structuring our society, and I think that we are saying that over a period of three or four or five years that this is the logical goal to shoot for and I personally hope that the Ford Motor Company in two or three years is in a position to do this.

Q Mr. Verity, you said that each person should be free to give according to his own choice and feeling. Does the Task Force have any intention or contemplate establishing any kind of priorities or guidelines as to what areas or what organizations are most in need of help as to whether they should go to health agencies or some other type of charity? Are you going to do that? I mean you talk about restructuring our society. How is this going to turn out? Is there any plan for that?

MR. VERITY: We do have one specific focus that we mentioned. We certainly don't want to suggest that people change their patterns of giving. We are suggesting that we look toward increases annually. And we are suggesting that maybe corporations and individuals, while we

are in this transition of moving responsibility from the federal government to the community to supply services, that they look to their community to see where the needs are. And so we will suggest that they consider in additional giving that they focus on what the needs of their community might be.

Q That could turn out to be the areas in which the federal government is cutting back on its programs of aid then? In other words, is that what you might suggest? -- because that would be an area of -- that would certainly be an area of need, could very well be.

MR. VERITY: Yes, we're suggesting that -- in our community partnerships that the private sector, which is the religious groups, the unions, business, foundations, civic groups, work with their city manager and mayor on determining what the real needs of that community are. Now, we're suggesting that once those real needs are determined and that community is working on trying to solve that particular problem, that perhaps individuals and corporations would focus their contribution capabilities in that issue and the other issues that become apparent that that community is in need.

Q Are you suggesting, sir, that the private sector can completely fill this gap

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caused by the huge cutbacks in government spending for social and welfare programs and the arts, etcetera?

MR. VERITY: That would be the last thing in the world that I would suggest. In the first place, I don't think that we want to fill any gap. I think we're suggesting that a community take a look and determine what its real needs are -- not what some federal agency said was needed -- and it still may be needed. I'm not suggesting it isn't. But I'm suggesting that a community should determine its needs and then try to do something about it. We're not talking about filling any gap. No one knows exactly to what extent these cuts will be made. We're still spending a tremendous amount of federal money on these programs and will continue to do so. But some will be cut. Some will be reduced. And certainly it's time for communities to take a look at what their needs are and to see what they can do from a community point of view.

Q Is there any kind of dollar figure that in the out-years that you could put on -- the growth of contributions and how far they would extend into where government has dried up?

MR. VERITY: I think that what will emerge from this, and this is more of a feeling than a scientific statement, but I think as corporations begin to focus on the needs of the community to a greater degree than they have, they're going to find that there's considerable self-interest involved in helping a community do certain things because it improves the climate for business in that community. And as this occurs, I think you will find that there will be more and more willingness on the part of corporations, in particular, and individuals, to work very closely in trying to resolve that particular community need.

Q You mentioned three billion dollars in this statement in terms of the corporate contributions and I believe it was 1980 -- I guess it wasn't -- estimated three billion dollars a year. Are you suggesting that really for instance six billion in 1983 might be a reasonable figure to expect to come from corporate treasuries into communities?

MR. VERITY: We're suggesting that we think it's a reasonable figure for 1985 and '86. We've said that we're talking about over the next three or four years and I think that, yes, it's quite possible, in my opinion, that the three billion in cash and the three billion in kind that is presently being made available by corporations be six billion in cash and six billion more in kind by 1985 or '86. There are an awful lot of corporations that are currently not giving very much who, I think, will become more involved and there are many corporations who once they see the goal of two percent pre-tax will be working towards getting to that goal. And I feel that that's a very achievable goal.

Q Are most of the companies represented upstairs today in a financial position to be able to double their community contribution?

MR. VERITY: Corporations weren't represented today.

Q Who was?

MR. VERITY: These were national organizations who have corporate membership or organizations like the Business Roundtable was there.

Q The Chamber of Commerce?

MR. VERITY: The Chamber of Commerce, The League of Women Voters, the Federated Women's Club, the National Association of Manufacturers, the American Business Conference. Now, none of those are corporations but they have corporate members and they can be very effective in working with those corporations on setting goals for giving and so forth. Yes, sir --

Q Mr. Verity, you are suggesting, you are recommending an average personal contribution of five percent of personal income and I take it you mean a financial contribution not in time or hours. You're talking about five percent in cash there -- is that right? Rather than in time? Rather than in --

MR. VERITY: It says \$100 billion.

Q No, top of page three. Personal contributions are now about two percent of annual income --

MR. VERITY: Right.

Q -- by individuals and you want that to rise to five percent. I assume you mean -- that's contributions of money not time?

MR. VERITY: You're quite right. That does refer -- when you talk about tithing, normally people are talking about cash.

Q Now, my question is one of the important aspects of getting people to give is by example. And one of the most obvious and most publicized example of giving

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is the President himself. His tax return has to be made public. Do you have any commitment from him that he will increase his personal giving to five percent?

MR. VERITY: I think we should make it clear that I'm working for the President, he isn't working for me.

Q I understand that, but I want to go back to the importance of example.

MR. VERITY: I do agree with you. I think that it's very important that examples be set. I think the President makes many contributions to this nation and this society. Whether or not it's necessary for him to take the lead in this regard is doubtful in my mind. I think that where you really have persuasion is at the local level. And if the people at the local level, the leadership steps up to this, I think you'll find that that will be far more effective than what any particular individual does.

Q Mr. Verity, since this new organization of yours came into being, how many months ago is that, now?

MR. VERITY: Not very long ago.

Q Wasn't it two months, three months?

MR. VERITY: December 2.

Q December 2. Well, that's -- okay. Can you tell us, have you had any commitments to cooperate, any number of corporations, or can you tell us whether there's any way to measure, in these last three months, whether any number of corporations or private organizations have already increased donations in what we've been talking about?

MR. VERITY: Frankly, I am overwhelmed by the support that this Task Force has had, and the commitments that have been made. And my own reaction is that the country is ready for this change, in putting more responsibility into the private sector, and more self-reliance back in the community. And as for the corporate world, I don't know if you realize it, but all the staff for our Task Force are loaned from organizations or corporations. I've had no one turn me down when I've called and said, can I have so-and-so, or so-and-so. We want them, we need them on our staff for the Task Force. And they have said, we'll be happy to do that.

Several of the companies are in dire financial straits, and yet they have made one of their executives available to us. As to commitments, to reaching the two percent goal, all we have done in that respect is, I have been to several organizations and talked with them as to whether or not they thought that was a reasonable and achievable goal. We have talked to several corporations to see if they felt that there is anything burdensome about putting this up as a goal. I have not found any of these organizations, or any corporations, yet, that don't feel that this is a goal that should be established and one that they're perfectly willing to work towards.

Q Your goals are just financial, but, for instance, here are some examples where education of the community is important. For instance, the Barter Theater. They don't have tickets, money tickets, but they barter chicken for entrance fees. Or take, for instance, Ohio, when they had the flood. They cooperated so

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magnificently to get the dikes put up with the sand bags. This matter of education, have you thought about more emphasis on volunteerism?

MR. VERITY: Well, that's really what we're all about, and I'm glad you brought it up. My own opinion is that this is the area where we're going to do most. This is where the private sector can really produce results for the community. There are so many programs around the country, of corporations adopting a school. I read where the Jaycees in a community got together and got organizations to support the park this year. They maintain all of the parks in their community.

I've been all over the country and I can tell you that organizations and people recognize that there's changes going on, they recognize that we're in deep trouble, they recognize that there's pain out there, and their needs. And they want to be more personally involved, and they want to be more substantially involved. They want to do something of substance.

Q Have you given any thought to establishing goals in that area as well as percentage of total corporate man hours?

MR. VERITY: That's a good thought. The only thing we have suggested is that right now corporations are giving in-kind contributions of about \$3 billion a year. It's really hard to measure that. We've had different organizations give us estimates. We're suggesting that that be doubled in the next three or four years, and it be done in a more imaginative way, done in a more creative way of corporations looking for ways that they can

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do in kind, they can replace some CETA programs, they can adopt the school, they can make executives available to help cities manage themselves better. They can do as New York does where they've taken 22 of their really top transportation people and made them available to the city for a 24-month period to study the transit system and to come up with a way to have better transit systems in New York. It's those kinds of things.

The corporations have tremendous resources and we're going to try to help tap them.

Q -- before they're -- that you didn't want to fill any gap. Isn't, in effect, something adding urgency, strength to your -- to the fields of more charitable contributions? The cuts in federal programs that have been made and are being sought? And isn't there a connection between them? Because I've heard that in fundraising appeals on television and elsewhere. Don't you see those things already?

MR. VERITY: Well, I think people have talked about the gap. And I think that's a very logical thing to look at. I've tried to answer this question by saying that really I think what we need to focus on are what are the real needs in that community, not what they once were or what somebody said they were two or three years ago. We're suggesting that the private sector and the city manager or the county commissioners, if welfare's the big problem or if it's summer employment or if it's -- let's say that's the number one problem, now let's do something about it.

And filling a big gap, which just doesn't mean anything to me because I think we need to develop new priorities as to what it is that a particular community needs. And I can tell you, there isn't a single community in this country that has the same problem as another one.

You go into these places and you find that in the Southwest unemployment's no problem at all. But health care is a problem.

You go into the Midwest or the Chicago area or Detroit, all they want to talk about is jobs and what can you do to -- as a Task Force to help create jobs, which we can do very little.

But it's different everywhere. And so that's why I say forget the gap stuff. Let's get back to basics and what is the need in that community.

Q Well, you're abandoning the old United Fund or United Appeal approach where a community has all these charities and collects community-wide and gives to these establishments. You want it to go more into what had been government services or had been, in some sense, government supported.

MR. VERITY: No, we're not abandoning the United Way, the United Way is an essential part of this whole effort and they're on our Task Force. They are providing services and money to certain organizations and have been doing so for a long time.

Now, I think you'll find in every community that there are other needs now being met by a government agency or somebody else that will be reduced.

And so we're saying over and above the United Way, we need to take a look at those things. And that's what we're trying to do.

Q How will you ever know whether this works? Your Commission won't be around in 1985-86. Will it?

MR. VERITY: I don't know whether that's a blessing or not. But our Task Force will be successful only if we can alert Americans to the fact that there is this restructuring of society in place, that less will be coming from the federal government in Washington and more responsibility will be in the states and the communities.

If we can alert America to that, if we can get national organizations, such as what we had to today, a hundred of the very largest, to put this on their work agenda and to start forming, as they all do, committees on trying to know more about this particular subject, we can get each governor in this United States to form a task force to carry on the work, I'll be very, very happy.

Q Thank you.

Q Mr. Verity, one more question. Are you considering recommending any tax breaks for corporations that lend their people's time to good works such as what you're talking about?

MR. VERITY: Well, we have two committees that are working on that. One is an impediments committee under Barber Conable, who is looking into whether or not there are disincentives and could they be incentives.

And another of our subcommittees is Bill Norris on incentives. And Bill Norris' committee is addressing that question that you just raised: Are there incentives, tax, otherwise, that could be considered that would help in this change in direction.

THE PRESS: Thank you.

MR. VERITY: Thank you very much. I enjoyed being with you.

END

4:23 P.M. EST