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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 Conder
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

President's Task Force on Private
Sector Initiatives
Contributions Strategy Committee

The Contribution Strategy Committee, under the Chairmanship of Arthur Levitt will:

- a) Identify and encourage programs that offer the potential for stimulating improvements in the amount and patterns of giving by corporations and foundations.
- b) Identify and encourage corporate public involvement programs which are responsive to current problems. These might include the loan of employees to non-profit organizations as well as other efforts to stimulate corporate and employee contributions of time, talent and money.
- c) The Committee will aggressively disseminate information regarding these efforts throughout the country's corporate and foundation communities.

ACTION TO BE TAKEN TO INCREASE CHURCH INVOLVEMENT

1. Three or four examples of prototypes of existing success stories of church involvement in voluntarism should be highlighted. These are to be presented at a proposed White House conference of religious leaders with the President which Morton Blackwell is setting up. Morton must be called regarding this matter as soon as possible.
2. The National Religious Broadcasters (N.R.B.) and the National Association of Evangelicals (N.A.E.), which are hosting meetings in D.C. in February, should be contacted to inspire their involvement. Perhaps the President could address them.
3. Christian Broadcasting Network (C.B.N.) and the P.T.L. Club and other religious Radio and TV networks should be contacted and encouraged to get the message across.
4. A media blitz should be launched utilizing public service time. This should be called a "lend-a-hand, America" campaign. The President should be the catalyst in this campaign.
5. Peter Marshall, son of Catherine and Peter Marshall (former Chaplain of the U.S. Senate), has been contacted to research the churches' historic influence throughout the history of our country in voluntary efforts. This information should be circulated widely.
6. The April 28 and 29 meeting of the Washington for Jesus movement should be notified and asked to pray for the success of the private sector involvement and encouraged to inspire and exhort their membership to get involved.
7. Pat Robertson (C.B.N.) should be contacted and asked to encourage ministers he has contact with to be involved in this campaign.
8. Ben Kenslow (C.B.N.) should be contacted for examples of church involvement and asked to compile information on "Operation Blessing."
9. Letters should be sent to all churches and synagogues suggesting that they include a speaker on private sector involvement at their national and regional conferences and conventions.
10. A speakers' bureau should be set up to mobilize churches around the country. They should emphasize (not intimidate) that we have the freedom in this country to choose to give and to help.
11. All Christian, Jewish, religious publications should receive a prepared text, possibly from the President, for inclusion in their publications encouraging voluntarism.

CHURCH INVOLVEMENT

Page 2

12. President Reagan's remarks at the National Prayer Breakfast should include a challenge for Christians to get involved.

13. The National Prayer Breakfast should include a seminar on voluntarism.

14. During their American tours, President and Mrs. Reagan should include the media as they visit Christian volunteer activities which are in place and working.

THE WHITE HOUSE
WASHINGTON

February 17, 1982

MEMORANDUM FOR ELIZABETH H. DOLE

THRU: DIANA LOZANO

FROM: MORTON C. BLACKWELL 

Last week Jack Burgess showed me the memo from Jay Moorhead and asked for umbrella organizations in the religious area appropriate to be invited to a PSI briefing.

I suggested adding the National Religious Broadcasters and the National Association of Evangelicals.

Now I have been asked to comment on the entire range of categories.

In the area of Service Clubs I think we should include the National Club Association.

In the area of Health, Social Welfare and Community Organizations we should add the Pro-Family Coalition.

I hesitate to go much further in suggesting additional organizations, because it is apparent that the list is weighted towards opponents of the Administration. If there is to be any chance of a meeting that is not a "hate Reagan" meeting the proposed list needs either drastic surgery or massive implants. If you think it worthwhile to go further on this, I shall.

As you know from my weekly reports I have spoken to Bill Verity and am moving forward on a meeting which would include a large number of heads of national religious organizations and denominations.

THE WHITE HOUSE

WASHINGTON

February 16, 1982

MEMORANDUM FOR PORTFOLIO MANAGERS

FROM: DIANA LOZANO *DL*
SUBJECT: PSI Meeting

Jay Moorehead has asked us for names, addresses, telephone numbers and key contacts for the organizations on the attached list. He is putting together a PSI meeting in the near future.

Would you please review the list and pull together the required information for those groups in your portfolio. We don't need a perfect copy -- mailing labels and xeroxes will do.

I told Jay I would get these to him as soon as possible.

Attachment

Andrew Sigler
Walter G. Davis
William R. Bricker

*1st of
orig. of people
diff. 12/15*

DEC 31 1981



John H. Filer
CHAIRMAN

DEC 3 1981

December 29, 1981

Alexander B. Trowbridge, President
National Association of Manufacturers
1776 F Street, N.W.
Washington, D. C. 20006

Dear Sandy:

As we agreed at our meeting on the 21st, the staff met on Monday to fill out the list of National Organizations and put together a suggested Agenda for a White House meeting. I am forwarding them to you in draft and will welcome your comments before the 7th.

Following our meeting on the 21st, which I found to be very helpful, I attempted to answer the question of what we should attempt to achieve during the next year. I believe we can benefit from starting out with a goal, and for discussion purposes, suggest that it be to initiate a series of efforts to strengthen the capacity of national organizations, working through their affiliates and members, to identify and solve local problems. We should try to do this in a manner which will assure the continuation of these efforts beyond the life of the Task Force.

The draft list of National Organizations numbers approximately 80. It includes only umbrella organizations with local members, affiliates. The list includes organizations with diverse purposes, but we should be able to keep them singularly focused on the goal of helping communities help themselves. The list undoubtedly needs to be both pared down and expanded upon, so your reaction to it will be particularly helpful. This is intended only to be a starting point.

The list is purposely light on religious and service organizations since there are so many that it will probably be necessary to hold separate meetings just for these organizations. We will put together a larger list of religious and service organizations at a later time, after we complete the arrangements for this meeting.

- 2 -

Alexander B. Trowbridge
December 29, 1981

The draft Agenda is pretty much self-explanatory. The objective of the meeting is to try to tie these organizations into our efforts as partners, thus hopefully, creating a relationship which will enable us to continue to communicate with them about our goals, progress, problems, and what they can do to stimulate local activities.

Bill Verity is enthusiastic about our idea of holding a White House meeting. I will involve him and the staff in arranging for a date as soon as I receive your comments. Depending on the comments, we may want to meet again shortly after the meeting of the Chairmen.

I look forward to receiving your comments.

Best wishes for the New Year.

Sincerely,

John H. Filer
JHF/jml

Enclosures

cc: R. Colodzin
D. Drummer ✓
R. Miller
B. O'Connell
A. Wexler
J. Work
C. Verity

DRAFT #1

NATIONAL ORGANIZATIONS TO ATTEND WHITE HOUSE MEETING

Business

1. Business Roundtable
2. ~~National~~ Chamber of Commerce
- * 3. National Association of Manufacturers
- * 4. American Business Conference
5. National Federation of Independent Business
- * 6. ~~Conference Board~~ *BUSINESS COUNCIL*
- * 7. National Alliance of Business
8. Committee on Economic Development
9. ~~American Bankers Association~~
10. ~~American Council on Life Insurance/Health Insurers Assoc. of America~~
11. National Federation of Business and Professional Women
12. American Society of Association Executives

Farm Organizations

1. American Farm Bureau
2. National Grange
3. ~~National Farmers Union~~
4. National Council of Farmer Cooperatives

Labor Organizations (to be selected in consultation with Walter Davis)

- * 1. AFL-CIO
2. UAW *TEAMSTERS*
3. Other *FRATERNAL ORDER OF POLICE*

Communications

1. American Newspaper Publishers Association
2. American Society of Newspaper Editors
3. National Association of Broadcasters
4. Ad Council *Doing a campaign . get copy of John Gardner memo*

Education Organizations

1. ~~National School Boards Association~~
2. National Congress of Parents and Teachers
3. American Council on Education

Service Clubs

1. Kiwanis
2. Lions Clubs
3. Rotary Clubs
4. Jaycees
5. Junior League
- * 6. General Federation of Womens Clubs
7. *VETERANS OF FOREIGN WARS*
8. *AMERICAN LEGION*
9. *RESERVE OFFICERS ASSOCIATION*

Religious

Catholic

Catholic Charities
~~Conference of Bishops~~
 U.S. Catholic Conference

Protestant

National Council of
 Churches
~~Other Organizations to~~
~~be supplied by the~~
~~White House (no more~~
~~than two)~~ *NAT'L ASSN OF EVANGELICALS*
NAT'L RELIGIOUS BROADCASTERS

Jewish

Council of Jewish
 Federations
 Rabbinical Council
 of America

Health, Social Welfare, Community Organizations

- *1. United Way
- 2. National Health Council
- 3. National Assembly of Voluntary and Social Welfare Organizations
- 3. National Collaboration for Youth
- 4. National Council of Negro Women
- 5. National Urban League
- 6. Urban Coalition
- ? 7. NAACP
- 8. National Center for Community Change
- 9. Neighborhood Coalition
- 10. Puerto Rican Coalition
- 11. League of Women Voters
- ? 12. LaRaza
- 13. Forum of Hispanic Organizations
- 14. National Council of Senior Citizens
- 15. Salvation Army
- 16. American Association of Retired Persons
- * 17. National Center for Citizen Involvement
- * 18. Independent Sector
- 19. National Coalition on Aging
- ? 20. Gray Panthers
- 21. OIC
- 22. OIC-SER
- * 23. LISC
- 24. Call For Action
- 25. National Tribal Chairmen's Association

Philanthropy

- * 1. Council on Foundations
- 2. ~~Conference Board~~
- 3. ~~Contributions Council~~
- 4. ~~Area Associations of Grant Makers~~
- 5. ~~Public Affairs Council~~
- 6. ~~National Society of Fundraising Executives~~
- 7. ~~American Association of Fundraising Counsel~~

AGENDA

- I. Introduction -- John Filer
 - o Why you are here -- networks.
 - o Objectives of Committee on National Organizations.
 - o Why this is important.
- II. Background of Task Force on Private Sector Initiatives -- Bill Verity
 - o Description of other committees.
- III. President
 - o Reaffirms purpose and importance of task force.
 - o Reinforces importance of national organizations.
 - o Applauds what groups in the room are already doing.
- IV. How You Can Be A Part Of This Effort -- John Filer
 - A. Endorse the concept at the national level -- to stimulate additional activity through your leadership.
 - B. Communicate importance to local members and affiliates -- to help local chapters set priorities in their communities in partnership with others.
 - C. Encourage participation at the local level.
 - o Models -- recognition of what is being done.
- V. What We Will Do To Help You Achieve Objectives -- John Filer
 - A. Clearinghouse -- Disseminate what you are doing and provide models of what others are doing.
 - B. Additional meetings for large sectors
 - o Religious
 - o Service Organizations
 - o Other
 - C. Communications -- newsletter to national organizations.

Voluntary
Fr

Given to Barbara McGowan
1/26

Jim Johnson - Government Relations
Director for Xerox 554-2131

Robert Pittenger - Executive Director
to Strategies to Eliminate Poverty
(STEP) (R) 821-8363 (O) 547-6400

E. V. Hill - Pastor, Mt Zion Baptist
Church, ~~Watts~~ ~~LA~~

213-235-2103

213 293-4654

L. A. Calif.

John Staggins - black minister
in D. C. One Ministries
628-0042

State Representative Louis (Woody) Jenkins
House of Representatives

P.O. Box 52889

Baton Rouge, La. 70805

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

January 19, 1982

file
The President today announced his intention to appoint J. Upshur (Jay) Moorhead to be Special Assistant to the President in the Office of the Deputy Chief of Staff. He will succeed James S. Rosebush.

Mr. Moorhead's major responsibility will be to serve as the White House Coordinator for the President's Task Force on Private Sector Initiatives.

Since February, 1981, Mr. Moorhead has been Executive Assistant to E. Pendleton James, Assistant to the President for Presidential Personnel. During the 1980 General Election, Mr. Moorhead worked in New England as Director for the Republican National Committee's Commitment '80 Program which was the Republican Party's grass roots and volunteer get-out-the-vote effort in the general election. Prior to the Republican National Convention, Mr. Moorhead directed the George Bush campaign in several northeastern states. He also worked for two years as the New England Director of the Republican National Committee's Local Elections Division.

While living in New England, Mr. Moorhead was active in developing two non-profit organizations which taught underprivileged and handicapped persons how to play tennis.

Mr. Moorhead, who was born in Washington, D.C., received his B.A. from the University of Vermont, Burlington, Vermont. He is 29 years old and resides in Washington, D.C.

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THE WHITE HOUSE

WASHINGTON

President Creates Government Unit For Voluntarism

By Lee Lescaze

Washington Post Staff Writer

A new presidential task force was born yesterday, taking its place in a Washington landscape littered with dead and dying commissions, boards and task forces of earlier administrations.

The new Presidential Task Force on Private Sector Initiatives is designed to stimulate voluntarism, President Reagan announced. In other words, the president who promised to get government off the backs of the people, has established a 35-member task force to help do that job.

"Voluntarism is an essential part of our plan to give the government back to the people," Reagan said in a speech to the National Alliance of Business at the Sheraton Washington Hotel.

In announcing the task force chaired by C. William Verity, chairman of Armco Inc., Reagan took another step that seemed slightly at cross-purposes with his desire to shrink government. He suggested that government has a role in stimulating private sector activity.

"I am also asking the Cabinet to develop pump-priming and seed money programs that offer incentives for private sector investment," Reagan said. "In addition, the Cabinet will provide technical knowledge to develop private incentives," the president said.

The speech was the latest in a series of Reagan exhortations for voluntary action to pick up slack caused by the cutbacks of many federal programs. The president is well aware that some people doubt such a plan will work.

"They believe voluntarism is a mushy idea and the product of mushy thinking. They say our society today is too complex or that we are trying to repeal the 20th Century. The cynics who say these things have been so busy increasing Washington's power that they have lost sight of America," he said.

Reagan ended his speech: "Let us go forth from this conference and say to the people: join us in helping Americans help each other."

Then the president paused before ad-libbing to let his business audience know that he doesn't have any doubts about them: "I feel like I'm preaching to the converted or saving souls in heaven."

Out: 'Truly Needy,' In: 'Dependent Poor'

From now on, it will be the "dependent poor" rather than the "truly needy" that the administration promises to protect, according to budget director David A. Stockman.

Whereas no one quite knew who counted as "truly needy," and when this might change subtly, Stockman offered a definition of the "dependent poor." They include:

- Elderly with low incomes and little or no Social Security.
- Physically disabled unable to work.
- Mothers of "dependent" households with very small children.

Those who depend at least partly on federal benefits for medical care or feeding their families, but also work for little pay, are not included.

file
document
PSL TASK
Washington Post
10/6/81
Free

Preservation Copy

JOSEPH L. HARGROVE

700 Commercial National Bank Building
Shreveport, Louisiana 71101
U. S. A.

January 8, 1982

Mr. Martin C. Blackwell
Special Assistant to President
Room 136, White House
Washington, D.C. 20500

Dear Mr. Blackwell,

Mr. Hargrove has been out of town for the past week and ask me to write you and tell you that he appreciates very much you sending the information on the President's Special Task Force and also on the parade to be staged in April.

Yours truly,

Betty Bohm
Betty Bohm
Office Manager

BB/kb

PRESIDENT'S TASK FORCE ON PRIVATE SECTOR INITIATIVES

MISSION STATEMENT

The greatness of America lies in the ingenuity of our people, the strength of our institutions, and our willingness to work together to meet the Nation's needs.

The President's Task Force on Private Sector Initiatives seeks to build on this special heritage, to encourage still greater contributions of voluntary effort and personal involvement, and to form a strong and creative partnership between the private sector and its public servants for the economic and social progress of America.

As catalyst in the attainment of this higher level of voluntarism and partnership, the President's Task Force is mandated:

1. To stimulate private sector responsibility, initiative and leadership in the solution of public problems.
2. To identify models of successful or promising private initiatives and public/private sector partnerships.
3. To give these initiatives and partnerships national recognition and promote their broader use.
4. To encourage the formation and continuation of local groups to identify needs, choose priorities and marshal resources for private initiatives.
5. To identify government obstacles to private sector initiatives and make recommendations for their removal.
6. To recommend reasonable new incentives or more effective use of present incentives to foster greater private sector initiative.
7. To contribute to the Administration's development of public policy in areas of concern to the Task Force.

In pursuit of its mission, the President's Task Force will enlist the active cooperation of the great private institutions of America -- the family, the church, the business concern, the union, the philanthropic organization, the civic association -- and every citizen who shares the belief that America's reliance on itself, rather than simply on its government, can be our greatest strength.

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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

PS+
Task
Force

November 17, 1981

FOR: Mike Farrell
FROM: Morton C. Blackwell *MB*
SUBJECT: Task Force on Private Sector Initiatives

I spoke with Wendy Borchardt this morning regarding the Task Force on Private Sector Initiatives. I think I should send you some supporting information regarding Dee Jepsen, wife of Senator Roger Jepsen of Iowa. There are three important reasons why Mrs. Jepsen should be on this Private Sector Initiatives Task Force:

1. She was asked by the White House to provide biographical data in connection with the possibility of her appointment. She is vitally interested in this subject. She wants very much to be on the Task Force. Her husband was the key switch which resulted in the President's victory on the AWACS sale. To deny her a slot on this Task Force would be exactly the wrong political message.
2. There were very few women on the originally discussed list I saw. If that is still true of the pending list, she would provide balance.
3. Mrs. Jepsen is one of the leaders in the conservative religious community which is interested in private sector initiatives. She will provide a channel for input for a major area of private sector initiatives which ought to be included in the activities of the Task Force.

cc: Helene Von Damm

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

December 2, 1981

The President today announced the appointment of the following individuals to be Members of the President's Task Force on ~~Private Sector Initiatives~~. The President has announced that C. William Verity, Jr., will serve as Chairman.

WILLIAM ARAMONY, President, United Way of America, Alexandria, Virginia.

WILLIAM J. BAROODY, JR., President, American Enterprise Institute, Washington, D.C.

HELEN G. BOOSALIS, Mayor, City of Lincoln, Nebraska.

WILLIAM R. BRICKER, National Director, Boys Clubs of America, New York, New York.

BARBER B. CONABLE, JR., Member, U.S. House of Representatives, Washington, D.C.

J. RICHARD CONDER, President, National Association of Counties, Rockingham, North Carolina.

TERENCE CARDINAL COOKE, Archbishop of New York.

WALTER G. DAVIS, Director, Department of Community Services, AFL-CIO, Washington, D.C.

KENNETH N. DAYTON, Chairman of Executive Committee, Dayton-Hudson Corporation, Minneapolis, Minnesota.

PIERRE S. DU PONT, Governor, State of Delaware.

DAVID DURENBERGER, Member, U.S. Senate, Washington, D.C.

LUIS A. FERRE, Former Governor of Puerto Rico.

JOHN H. FILER, Chairman, Aetna Casualty & Life Company, Hartford, Connecticut.

MAX M. FISHER, Detroit, Michigan.

JOHN GARDNER, Chairman, Independent Sector, Washington, D.C.

-more-

DANIEL GILBERT, President, Eureka College, Eureka, Illinois.

JEAN L. HARRIS, Secretary of Human Resources, Commonwealth of Virginia, Richmond, Virginia.

JAMES S. HENRY, President, Center for Public Resource, New York, New York.

E.V. HILL, Pastor, Mt. Zion Baptist Church, Los Angeles, California.

DEE JEPSEN, Advisory Board Member, STEP Foundation (Strategies To Eliminate Poverty), Washington, D.C.

MICHAEL S. JOYCE, Executive Director, John M. Olin Foundation, New York, New York.

EDWARD J. KIERNAN, President, International Union of Police, Washington, D.C.

ARTHUR LEVITT, JR., Chairman, American Stock Exchange, New York, New York.

ROBERT D. LILLEY, Chairman, Local Initiatives Support Corporation, New York, New York.

HENRY LUCAS, JR., Chairman, New Coalition for Economic and Social Change, San Francisco, California.

LESLIE L. LUTTGENS, Chairman, Council on Foundations, The Rosenberg Foundation, San Francisco, California.

RICHARD W. LYMAN, President, Rockefeller Foundation, New York, New York.

CORNELL C. MAIER, Chairman, Kaiser Aluminum & Chemical Corporation, Oakland, California.

THOMAS S. MONSON, Elder, Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah.

ROBERT MOSBACHER, JR., Vice President, Mosbacher Production Company, Houston, Texas.

FRANKLIN D. MURPHY, Chairman of Executive Committee, Times Mirror Company, Los Angeles, California.

WILLIAM C. NORRIS, Chairman and Chief Executive Officer, Control Data Corporation.

FRANK PACE, JR., Chairman and Chief Executive Officer, National Executive Service Corporation, New York, New York.

TOM PAUKEN, Director, ACTION, Washington, D.C.

GEORGE ROMNEY, Chairman, National Center for Citizen Involvement, Arlington, Virginia.

JAMES W. ROUSE, Chairman, The Rouse Company, Columbia, Maryland.

ANDREW C. SIGLER, Chairman and Chief Executive Officer, Champion International, Stamford, Connecticut.

ELLEN SULZBERGER STRAUS, President, WMCA Radio, New York, New York.

LEON SULLIVAN, Founder, Opportunities Industrialization Center, Zion Baptist Church, Philadelphia, Pennsylvania.

ALEXANDER TROWBRIDGE, President, National Association of Manufacturers, Washington, D.C.

C. WILLIAM VERITY, JR., Chairman, Armco Steel, Inc., Middletown, Ohio.

WILLIAM S. WHITE, President, C.S. Mott Foundation, Flint, Michigan.

JERI J. WINGER, First Vice President, General Federation of Womens Clubs, Washington, D.C.

THOMAS H. WYMAN, President, CBS, Inc., New York, New York.

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OCT 27 1981

THE WHITE HOUSE
WASHINGTON

October 26, 1981

EHD	SHD
RC	WV
JB	B
DL	DL.
MB	
WB	

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES S. ROSEBUSH *JSR*

SUBJECT: Private Sector Initiatives Highlights for
the Week of October 19, 1981

ARCO -- Creating programs to promote voluntarism and fund
market related projects.

Standard Oil of Ohio -- Increasing contributions budget 50%
from \$10 million to \$15 million.

National Association of Counties -- Forging alliance between
business and counties.

Advertising Service Committee -- Adopted by full resolution
of board a year long and campaign on voluntarism.

HUD -- Steve Savas developing specific private sector options
for HUD. Private management of debt collection; private
management of public housing projects.

Gannett Foundation -- Increasing their previously announced
\$400,000 grant program to \$1,000,000 for special community
needs.

Edie Fraser Associates -- Producing weekly list of corporate
examples to use as models.

National Urban League -- Creating new programs to fulfill corpo-
rative initiatives in training.

Gallup Poll -- Shows 52% of all Americans are volunteering.

Mott Foundation -- Organizing Michigan Equity Investment Fund
to aid small business suffering from Michigan's economic woes.

United Way -- Predicts 12 city campaigns will come in at least
10% over their goal.

page two
Michael K. Deaver
October 26, 1981

National Society of Professional Engineers -- Establishing new
level of volunteer promotion among engineers.

State of Arkansas -- Energetic voluntarism effort. (see attached)

cc: Baker
Baroody
Darman
Dole
Fuller
Gergen
Meese
Pauken
Speakes
Verity

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 26, 1981

TO: MICHAEL K. DEEVER
FROM: JAMES S. ROSEBUSH *J. Rosebush*
SUBJECT: GALLUP VOLUNTEERISM STUDY

Gallup recently found that 52% of the population volunteer on a regular basis with 31% what you might call "hard core" volunteers contributing a substantial amount of time. I think the results of the survey are so positive they even shock the organization that sponsored the poll - Independent Sector.

attachment

cc: Elizabeth Dole ✓
Tony Dolan - good speech material
C. Fuller
T. Pauken
Mary Gall
Rich Williamson
Ann Wrobleski



INDEPENDENT
SECTOR

Americans Volunteer - 1981

To determine more closely the extent of volunteering in the United States, INDEPENDENT SECTOR commissioned a survey by The Gallup Organization which has resulted in a report from them entitled "Americans Volunteer - 1981". This is a companion report to the one developed for us by Gallup entitled "Patterns of Charitable Giving by Individuals".

For this survey, INDEPENDENT SECTOR defined volunteer activity broadly, including the typical categories such as advocacy, direct service and fund raising, and also including informal service to others such as helping clean up the neighborhood. In order to determine the extent of both kinds of volunteering, the responses for formal or informal services were kept separate.

When volunteer service is broadly defined, 52% of American adults and an almost equal proportion of teenagers volunteered in the year between March 1980 and March 1981.

When Gallup subtracted from that total those who volunteered, only in an informal way, the proportion of the population engaged in some more structured pattern turned out to be 47%.

In order to try to determine the proportion of the population that might be described as regular or active volunteers, we asked the Gallup Organization to tell us how many people averaged 2 or more volunteer hours a week. That proportion turned out to be an encouraging 31%. Indeed 10% of the adult population averaged 7 or more volunteer hours a week.

Whether one focuses on the 52% of the population engaged in at least some broadly defined volunteer service or looks at the 31% of the population that could be described as regular or active volunteers, the results are encouraging.

The Gallup Report might more appropriately have been titled - "Americans Still Volunteer" or better yet "Americans Volunteer - More Than Ever".

INDEPENDENT SECTOR is indebted to BankAmerica Foundation for its contribution toward this survey.

A copy of the Introduction and Summary from the Gallup Report are enclosed. Copies of the full Report are available from INDEPENDENT SECTOR at \$15.00 each.

Brian O'Connell
President
INDEPENDENT SECTOR

A NATIONAL FORUM TO ENCOURAGE GIVING, VOLUNTEERING AND NOT • FOR • PROFIT INITIATIVE

1828 L Street, N.W. • Washington, D.C. 20036 • (202) 659-4007

SUCCESSOR TO THE COALITION OF NATIONAL VOLUNTARY ORGANIZATIONS AND THE NATIONAL COUNCIL ON PHILANTHROPY.

AMERICANS VOLUNTEER

1981

Conducted For:
INDEPENDENT SECTOR

Conducted By:
THE GALLUP ORGANIZATION, INC.
53 Bank Street
Princeton, New Jersey

INTRODUCTION

This is a study designed to determine the number of people who volunteer, the kinds of volunteer work people are involved in, the amount of time devoted to volunteer work, changes in the amount and type of volunteer work and reasons for volunteering or not volunteering. For the purposes of the study, volunteer work was broadly defined as "working in some way to help others for no monetary pay." This would include the person who regularly helps an elderly neighbor as well as the person who volunteers at a nursing home; the work need not be done with an organization. Volunteer work would not include membership in a volunteer group if no work is actually done. Nor would it include working in a cooperative (e.g., cooperative nursery school) where, although there is no direct monetary pay, there is monetary compensation through lowered cost of the service (e.g., lower nursery school tuition). Volunteer work, according to this definition, would include a broad range of activities--for example, volunteering at a local hospital, room mother at a school, scout troop leader, usher at church, working to get a traffic light put in at a dangerous neighborhood intersection, canvassing for a political candidate, collecting money for a charity, and so forth.

For this study, personal in-home interviews were conducted with a national sample of people 14 years of age and older. All interviewing was conducted between March 13 and March 23, 1981.

A description of the composition of the sample and the design of the sample, tables of recommended sampling tolerances, and a copy of the questionnaire can be found in the Technical Appendix of this report.

SUMMARY

Volunteerism has traditionally been defined as giving time to help others for no monetary pay through organizations like hospitals, schools, churches, and various social service organizations. Moreover, volunteer work is generally thought of as a regular commitment, such as the person who spends four hours each week or each month helping in the school library or hospital admissions department. However, this concept of volunteerism which ties volunteer work to organizations may tend to underrepresent the actual amount of volunteer activity in the country because it excludes the activities of the person who gives his or her time on an informal, individual basis. For example, should the person who works with a group of neighbors to clean up a local playground or park be called a volunteer? Or the individual who helps an elderly neighbor? Or the parent who bakes cookies for a school fund raiser?

Efforts to measure the incidence and amount of volunteer activity are complicated by the fact that not only can researchers in the area not agree upon a clear definition of what constitutes volunteer activity, but it is likely that the public has varying perceptions as well. Because there is no generally accepted understanding of what constitutes volunteer activity, we would expect that in surveys on volunteer activity the percent of people who call themselves volunteers will be fairly easily influenced by the way in which the question used to measure incidence of volunteer activity is asked. One method of addressing this issue would be to compare the results to different questions. Specifically, one can examine the kinds of activities that volunteers say they have done when questions are variously worded. Unfortunately, most studies that ask people whether or not they have participated in any kind of volunteer activity do not then ask volunteers to describe those activities which they have done.

This problem is not unique to the issue of volunteerism. To the contrary, public polls frequently find varying levels of support for issues

which are attributed to differences in question wording. Studies have indicated that question wording has the greatest impact when the issue or topic of the question is one about which respondents do not have strongly held beliefs or about which they do not have a great deal of knowledge.

Another factor that must be taken into consideration when trying to determine the incidence of volunteer activity by means of a survey is the timing of interviewing. Many kinds of volunteer work are seasonal; for example, because they are based on the school year or related to religious holidays. As a result, a study that measures the incidence of volunteer activity in a two- or three-month period in the spring when schools are in session and there are numerous religious holidays--Easter, Passover--may find differing results from a study conducted in the summer months because of the dates of interviewing.

For its 1981 survey of volunteerism in America, INDEPENDENT SECTOR chose to define volunteer activity in the broadest sense to include both the traditional kinds of volunteer activities, such as working as a "volunteer" for an organization, as well as the informal and often individual kinds of volunteer activity, such as helping an elderly neighbor. In response to a very broad question which asked citizens what, if any, kind of volunteer activity they had participated in in the past year, some kinds of responses were elicited that might normally not have been classified as volunteer activity. For example:

- I sing in the church choir.
- I baked brownies for my son's cub scout troop.
- I am an attorney, and I sometimes give free advice to my neighbors.
- I helped my neighbors when they were moving.
- I have a sister in a mental institution who I visit and take food to.
- I help my neighbors with home repairs.
- I took care of my neighbor's dog when she was sick.

When these kinds of volunteer activity are included along with the more traditionally defined kinds of volunteer activity, we find that 52 percent of American adults and an almost equal proportion of teenagers (53%) have volunteered in the year between March 1980 and March 1981. The areas in which the largest percentage volunteer include religious activities (19%), health (12%), education (12%), and informal activities done without organizational support (23%). Upper socioeconomic groups are most likely to volunteer. More specifically, 63 percent of people with annual household incomes of \$20,000 or greater and 63 percent of the people with some college education have volunteered in the past year. Additional demographic groups that are slightly more likely to volunteer include women, people under the age of 55, people who are employed, people with children still at home, suburban and rural residents, and people in larger households.

One method of determining which of these individuals is a volunteer in the more traditional sense is to consider the number of hours worked. If an individual has done no volunteer work or has spent less than one hour per week on volunteer work in the past three months, we may guess that the individual is involved in volunteer activity on a sporadic basis or for a one-time cause. As the table on the following page points out, 69 percent spent either no time or less than an average of one hour per week on volunteer activity in the past three months, and 31 percent spent an average of two hours or more per week on volunteer activity. We might speculate that it is this 31 percent that most people have in mind as the typical volunteer who volunteers on a regular basis for an organization. This is only speculation, however.

Average Number of Hours Per Week Spent in
Volunteer Activity During the Past Three Months

<u>Average Hours Per Week*</u>	<u>Percent of All Citizens**</u>
0	56*** ⁷
1	13
2	8
3	5
4	4
5	2
6	2
7	1
8 or More	9
Total	100

69

13

18

Volunteers are more likely than non-volunteers to give monetary charitable contributions, regardless of whether the contribution is made to an organization for which the person does volunteer work. Ninety-one percent (91%) of all volunteers have made a charitable contributions, compared with 66 percent among non-volunteers. The group most likely to give a charitable contribution in a particular area is those who have volunteered in that area. For example, among people who did volunteer work for a health organization in the past year, 65 percent also gave a charitable contribution to a health organization.

* This is based on a 13-week quarter. One hour per week includes 1-13 hours per quarter; two hours per week include 14-26 hours per quarter; and so forth.

** This table excludes all who were not able to estimate the number of hours volunteered.

*** This includes 48 percent who did no volunteer work in the past year, plus 3 percent who did volunteer work in the past year but who did no volunteer work in the past three months.

If we limit charitable contributions to those that are made to an organization for which the contributor does no volunteer work, 79 percent of volunteers have made a charitable contribution to a group or organization for which they have not volunteered, compared with 66 percent of non-volunteers who have made such a contribution to a group for which they did not work.

Although there is a relationship between doing volunteer work and making charitable contributions, we cannot conclude that volunteer work makes people more likely to contribute money. It could be that the kind of person who becomes active in volunteer work is already making charitable contributions. Most likely, the direction of the relationship works both ways to some degree.

Among adults who have volunteered in the past year, the largest percentage first became involved in the volunteer activity because they were asked by someone if they would volunteer (44%). Other sources of information or reasons for becoming involved in the volunteer activity are having a family member or a friend involved in the activity (29%) and through participation in a group or organization (31%). One person in four (25%) sought out the activity on their own. Relatively few (6%) first volunteered because they had seen an ad for or some information about the volunteer activity in the media.

Volunteers were asked why they first became involved in the volunteer activities they currently participate in and why they continue to participate in these volunteer activities. The responses to these two questions were similar. To both, the largest proportion of volunteers mentioned wanting to do something useful; interest in the activity; enjoying the work/feeling needed; having a child, relative, or friend who was involved in or could benefit from the activity; and religious concerns.

The reasons people mention most often for continuing to volunteer are the same reasons most frequently mentioned for first becoming involved in a volunteer activity. For example, the largest proportion of volunteers first became involved in their volunteer work because they wanted to do something useful and to help others. This is also the reason most frequently mentioned for continuing to do volunteer work. However, it is not the case that reasons for first volunteering are always the same as reasons for continuing to volunteer. This particularly true for people who first volunteered to gain

job experience; of those who first volunteered to gain job experience, only 37 percent are continuing to do the volunteer work to gain job experience, 64 percent of this group are continuing to do the volunteer work because they are interested in the work, and 67 percent because they enjoy doing something that is useful and helps other people. On the other hand, large proportions of people who first volunteered because they thought they would enjoy the work (63%), because they wanted to do something useful (77%), for religious reasons (79%), and because they were interested in the work (72%) continue to do the volunteer work for the same reasons they give for first volunteering. But in each case, there are also other reasons for continuing to do the volunteer work.

The survey further indicates that the pool of people who volunteer changes over time. When volunteers were asked whether they do more, less, or the same amount of volunteer work today as they did three years ago, roughly one third chose each response: 36 percent more, 30 percent less, 30 percent the same. Similarly, when all adults were asked whether they were involved in any volunteer activity three years ago that they no longer do today, 21 percent responded affirmatively. Among adults who have stopped doing a volunteer activity in the past three years, the reasons most frequently offered for no longer participating are that the volunteer became too busy to continue (33%), private, personal reasons (18%), that the project was completed (11%), and that the volunteer moved (12%). Some also mentioned that they had begun working at a pay job (10%), that the family friend or relative was no longer involved (8%), and that they had lost interest (9%).

In the past year, one person in five has been asked to do some kind of volunteer work which they have not done. Among this group, the most frequently mentioned reason for not doing the volunteer work is lack of time or too busy, mentioned by almost half (46%). Other reasons for not doing the volunteer activity include health problems (14%), lack of interest (18%), and the lack of time because of a paid job (8%).

A Study Commissioned by:

INDEPENDENT SECTOR
1828 L Street, N.W.
Washington, D.C. 20036
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PRESIDENT'S TASK FORCE
ON
PRIVATE SECTOR INITIATIVES
DECEMBER 2-3, 1981

AGENDA

DECEMBER 2

9:30 AM	Meet in Room 474 Old Executive Office Building (Enter OEOB at Penna. Ave. entrance)
10:00 AM	Swearing-In
10:15 AM	Introductory Remarks by C. William Verity, Jr. Chairman
	Announcement of Staff
	Discussion of Task Force Mission
11:00 AM	Meeting with Cabinet Officers
11:45 AM	Luncheon with the President
1:15 PM	Organizational Meeting
	Subcommittee Assignments
	Action Agenda
4:00 PM	Adjournment

DECEMBER 3

10:00 AM	News Conference Hay-Adams Hotel 800 16th St. at LaFayette Square Lower Lobby John Hay Room
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PRESIDENT'S TASK FORCE ON PRIVATE SECTOR INITIATIVES

MISSION STATEMENT

The greatness of America lies in the ingenuity of our people, the strength of our institutions, and our willingness to work together to meet the Nation's needs.

The President's Task Force on Private Sector Initiatives seeks to build on this special heritage, to encourage still greater contributions of voluntary effort and personal involvement, and to form a strong and creative partnership between the private sector and its public servants for the economic and social progress of America.

As catalyst in the attainment of this higher level of voluntarism and partnership, the President's Task Force is mandated:

1. To stimulate private sector responsibility, initiative and leadership in the solution of public problems.
2. To identify models of successful or promising private initiatives and public/private sector partnerships.
3. To give these initiatives and partnerships national recognition and promote their broader use.
4. To encourage the formation and continuation of local groups to identify needs, choose priorities and marshal resources for private initiatives.
5. To identify government obstacles to private sector initiatives and make recommendations for their removal.
6. To recommend reasonable new incentives or more effective use of present incentives to foster greater private sector initiative.
7. To contribute to the Administration's development of public policy in areas of concern to the Task Force.

In pursuit of its mission, the President's Task Force will enlist the active cooperation of the great private institutions of America -- the family, the church, the business concern, the union, the philanthropic organization, the civic association -- and every citizen who shares the belief that America's reliance on itself, rather than simply on its government, can be our greatest strength.

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THE WHITE HOUSE

WASHINGTON

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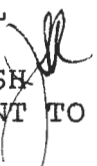
Robert D. Lilley
Chairman
Local Initiatives Support Corp.

THE WHITE HOUSE

WASHINGTON

4 DECEMBER 1981

MEMORANDUM FOR MORTON BLACKWELL

FROM: JAMES S. ROSEBUSH 
SPECIAL ASSISTANT TO THE PRESIDENT

SUBJECT: PRIVATE SECTOR INITIATIVES.

As you know, the President announced the members of the Task Force on Private Sector Initiatives on 2 December 1981.

For your information I am enclosing a list of the members and a press package on the program. If I can be of any further assistance please do not hesitate to contact my office.

THE WHITE HOUSE
WASHINGTON

Pratt cover memo from me.

Make + send ^{contents} of
copies of this
packet to:

Jerry Falwell

Ron Godwin

Ed McAfee

Pat Robertson

Jim Bakker (PTL)

Jana Robison

Tom Hargrove

Wegrich

Phillips

Polan

Fewner

PRIVATE SECTOR INITIATIVES

THE WHITE HOUSE
WASHINGTON

Jim
Rosenbush
2/9/82

4 diff. g'ps. —
Corporations
foundations
religi. g'ps
voluntary sections

interested in a
balancing betw. pub. +
priv. sector -

get g'vt out of the
way

long term commit.
by Pres. -

THE WHITE HOUSE
WASHINGTON

4 aspects)

1) Pres. leadership

(he has clippings on PSI -
E & D has them now)

2) Task Force
Bill Velity -

25th Feb. - full meeting
has 11 committees -

Key accomplishment - (he hopes)
be a catalyst in forming
local area gps - coalitions -
to concentrate on resources
or whatever

THE WHITE HOUSE
WASHINGTON

3) Cabinet program -
Cabinet officers to
remove regulatory
impediments +
to "work on"
"pump-priming" in
areas of concern

They are setting up
Cabinet council
working gp. -

4) integration of PSI w/
WH policy

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WASHINGTON

Jay Moreheads
Mike Kastine -

new staff
they are available
to speak to our
GPS. whenever

many conferences this
year - PSZ big
topic

many corporations
are asking what they can
do & give - money
wide

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WASHINGTON

get PSZ handout
from them -

they have a form
for groups
to explain their
projects -

if we have any
projects, we should
refer them - the
good ones - to them
they have examples,
we can call them for
it.