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r. Bare. "But if  
-dip recession or  
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downment money.  
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o desperately need  
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ents don't exist to  
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are they for?" says  
resident of the Na-  
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unnecessarily re-  
groups' wise use of  
s in the donor sub-  
r her judgment for  
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and day out."

ter that limiting the  
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tsburgh Ballet The-  
dured, Mr. Libman  
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and what the critics  
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e would I be now if I  
one?" says Mr. Lib-  
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ervers do not paint a  
e for charitable giving  
ey do say the market's  
ted volatility couldn't  
ned at a better time of  
rities.

in the stock market in  
of the year don't seem  
much of an impact on  
a at the year's end,"  
M. Rooney, director of  
Indiana University's

continue to win donations in a shrink-  
ing economy. He suggests that  
they "diversify their funding base,  
don't forget individual giving, and  
keep fund raising, because that's  
the one thing we know: If they  
stop fund raising, the money will  
stop coming in."

## White House Releases Ads to Promote Service

President Bush last week un-  
veiled a new advertising cam-  
paign to encourage Americans to  
devote 4,000 hours over their life-  
times to helping charities and  
performing other types of public  
service.

The "Everyone Can Do Some-  
thing" campaign includes print,  
radio, and television ads produced  
by the Bush administration and  
the Ad Council, a nonprofit group  
in New York, with support from  
the Walt Disney Company. The  
TV and radio ads feature entertain-  
ment and sports celebrities,  
along with former senators Robert  
J. Dole and John H. Glenn Jr.

### AmeriCorps Applicants Soar

According to the White House,  
in the six months since the presi-  
dent announced his call to service  
in January, online applications for  
the AmeriCorps national-service  
program have risen 90 percent  
compared with the same time last  
year, and VolunteerMatch, a group  
that runs a Web site that links  
people with volunteer opportuni-  
ties, has experienced a 72-percent  
increase in activity.

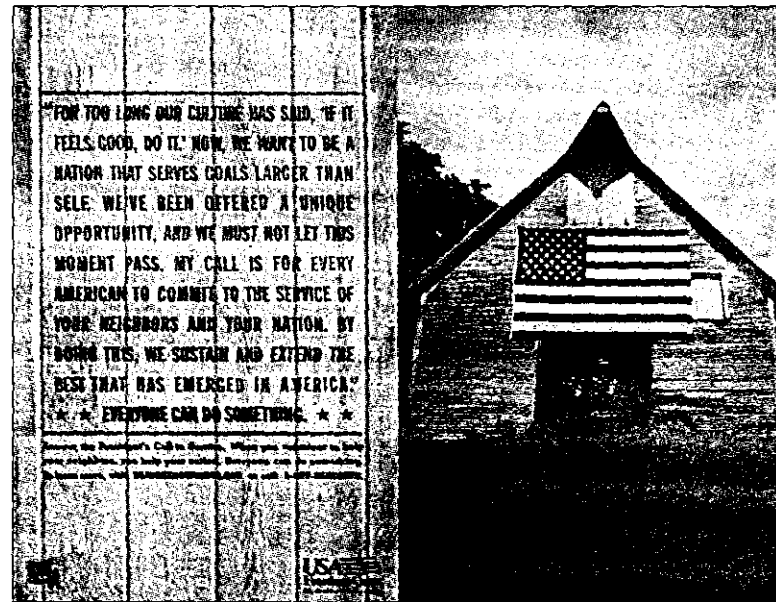
The campaign also includes a re-  
modeled Web site for the USA  
Freedom Corps, the White House  
office that coordinates the presi-  
dent's call to service. The site was  
redesigned with the help of Net-  
work for Good, a nonprofit group  
started by major technology com-  
panies, such as Cisco Systems and

tives depart as a result of  
ulated feuds between themselves  
and board members," she says.

The book also describes how the  
board can design a communica-  
tions strategy that keeps staff  
members informed about the execu-  
tive search and can create a  
process for evaluating the chief ex-

in places like China and Brazil  
where the digital economy is just  
beginning to take off.

These projects, most of which  
have been sustained even after the  
dot-com crash, include Oracle's  
\$50-million in-kind gift program,  
which put networked computers



This is one of a series of advertisements that President Bush released last week as part of his effort to encourage Americans to volunteer 4,000 hours over their lifetimes.

the Microsoft Corporation. The re-  
vamped site includes information  
on how charities can become in-  
volved with the White House ef-  
fort and assistance on managing  
volunteers.

The administration may have  
enhanced the site's content for  
charities in part to assuage con-  
cerns of nonprofit leaders who said  
the White House has not been pro-  
viding enough assistance to chari-  
ties in handling the potential flood  
of new volunteers.

USA Freedom Corps's next

goals are to persuade Congress to  
pass legislation expanding Ameri-  
Corps and other federal service  
programs and to continue to enlist  
businesses to promote volunteer-  
ism among their employees, said  
John Bridgeland, head of the USA  
Freedom Corps.

The president's speech is online  
at <http://www.whitehouse.gov/news/releases/2002/07/20020730-5.html>. The USA Freedom Corps Web site is <http://www.usa.freedomcorps.gov>.

—IAN WILHELM

In this book, ...  
research approaches, methodolo-  
gies, and issues associated with  
measuring empirically the per-  
formance and effectiveness of non-  
profit organizations.

Authors discuss obstacles to  
measuring nonprofit perform-  
ance—including how factors such  
as mission vagueness can compli-

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## Calif. Telemarketer Sentenced for Charities

Mitchell Gold, a California  
telemarketer, has been sen-  
tenced to eight years in federal  
prison after pleading guilty to  
mail-fraud and money-laun-  
dering charges involving \$1.5-  
million he raised in the name  
of charities but kept for him-  
self.

Mr. Gold also pleaded guilty  
to running a golf-club sales  
plan that was designed to def-  
raud customers and credit-  
card companies.

In his sentencing ruling,  
Judge David O. Carter ordered  
Mr. Gold to pay \$2-million in  
restitution to a credit-card  
company that handled the  
golf-club deal.

Prosecutors from the U.S.  
Attorney's office had brought  
the criminal fraud charges  
against Mr. Gold, who pleaded  
guilty in March.

The Federal Trade Commis-  
sion is also taking Mr. Gold to  
court.

The federal agency alleges  
that he kept \$26-million of the  
\$27-million he raised in the

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Chronicle, Aug. 8, 2002