

STATUS REPORT

Volunteering in America 1982-83

By Kerry Kenn Allen



THERE IS A TEMPTATION, WHEN attempting to write a "status report" on volunteering, simply to say that the real story is happening at the local level and that it is impossible to produce an overview. Futurist John Naisbitt, in his best-selling book, *Mega-Trends*, tempts us to follow that course when he writes of the major shift in our society from centralized to decentralized problem-solving, from institutional help to self-help, from representative to participatory democracy.

Indeed, of the 10 trends Naisbitt identifies, at least half are directly related to volunteering. This is because the trends are the result of new citizen initiatives in seeking better ways to solve problems, live their lives or get along with one

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another. But, as far as I could tell, Naisbitt uses the word "volunteer" only once—in reference to neighborhood crime prevention programs. He tends to talk of decentralization, self-help and participatory democracy in places where most of us would be as comfortable with volunteering, citizen involvement or similar words.

This is due largely to the method Naisbitt uses to identify his trends. Theorizing that people make news and write about what is important to them, he and his colleagues systematically review and analyze the contents of newspapers, using the results to identify and project trends in American society. It is something of an "early warning system" for emerging problems and shifts in lifestyles and values. Significantly, it is an approach that can only

work in a nation in which freedom of the press is a cherished value.

But why is this the reason he did not write more about volunteering? Simply because until the past year or so, one would have been hard-pressed to find many newspaper articles about volunteering. There were plenty, to be sure, about what volunteers *do*, about those citizens who participate in advocacy volunteering, about the growth of self-help and mutual assistance activities and structures; but precious little about volunteering as part of the way in which we lead our national life.

It is too soon to say that is changing, although there certainly was increased media attention to volunteering in 1982. To the greatest extent, that new attention was due to the actions of one man: Ronald Reagan.

Each year for this report we survey the nation's newspapers and magazines to find out what kind of voluntary effort is capturing their attention. Here are some of the more interesting programs we learned about this year:

—Major grocery chains and independents in Colorado, Nebraska, Wyoming, South Dakota, Kansas and New Mexico joined together to raise \$90,000 for Denver's Children's Hospital. Promoted in weekly newspaper ads, the campaign pledged part of the money from sales of certain groceries to the hospital, which needed \$7 million to fill the gap between costs and payments received.

—"Thank You, Baltimore," a campaign to give citizens an opportunity to do something for their hometown, yielded such donations to city agencies as a computer for the Commission on Aging, neighborhood clean-up help, body and fender work for a fire engine, repair of the water fountains in a junior high school.

—In an effort to "help our own," union workers at the Jones and Laughlin Steel Corp. plant in Aliquippa, Pa., pledged \$40,000 from their paychecks to help feed families of laid-off steelworkers whose jobless benefits had run out.



—The Food Salvage Project in New Haven, Conn., has a van that goes to supermarkets, restaurants and bakeries, making pick-ups of dumpster-bound food. Their haul is distributed to 18 social service agencies with lists of hungry clients.

—Instead of laying off 10 employees during a low sales period, the Kawasaki Motor Corporation's Lincoln, Neb., plant loaned them to the city government. President Reagan cited the innovative project as "precisely the kind of cooperation between the private and public

sectors I am attempting to encourage throughout this country."

—"Dear Abby" was made Airlifeline's first Honorary Life Member for publicizing this nonprofit association of airline pilots who volunteer their time and planes to fly medical personnel, equipment and supplies in emergency situations. Airlifeline attributes its rapid growth in capability last year to Abby's column, citing as an example the Sacramento-based group who twice a week flew a mother's milk to Modesto, Calif., to save a 1-month-old baby who had been kidnapped and whose mother was brutally murdered.

—"Stop Feeling Powerless" was the theme of New York City's campaign to recruit 2,000 more volunteers to patrol its subways. This auxiliary police force—all unpaid volunteers—wear uniforms with badges and arm patches. Each group of six, equipped with a shared walkie-talkie, is assigned to patrol subway platforms, mezzanines and stairwells.

—Dial-A-Teacher is staffed by eight volunteer teachers who answer phone requests for tutors, help with homework, and study resources from both parents and students in the Washington, D.C. school system.

Through his "private sector initiatives" program, his call for increased public-private partnerships and his personal involvement in calling attention to private problem-solving efforts, he did more to publicize volunteering than any president since perhaps John F. Kennedy.

This is not to suggest that Ronald Reagan is responsible for the resurgence of citizen involvement. He is not. The search for alternative ways to solve problems and meet human needs began long before his election and will continue long after he has left the White House. But he has assumed a position in front of the crowd, riding the wave, not making it. Many would call this the essence of leadership.

Nor is recognition of his role to suggest that there is consensus that it is a positive one. There is not, particularly among those who feel that his other policies and programs are doing harm to those whom volunteers seek to help and to the organizational structures through which volunteers operate. It will indeed be ironic if the President who does so much to promote volunteering also furthers the trend toward increased politicization of volunteers. This is a

definite possibility as involved citizens conclude that his policies are hurting those in need and maintaining unjust inequities.

Of greatest concern is whether the President is prepared to recognize and reinforce the most important goal of volunteering, self-help and mutual assistance: empowerment. To do so is to recognize that some forms or expressions of involvement may be discomfiting, inconsistent with the Administration's prevailing political values. But neither the President nor his subordinates should shy away from doing so. Effective involvement of citizens neither can nor should be limited to "appropriate" activities. Broad-based involvement naturally causes tension between competing forces but it is this tension that leads us to solutions of problems and to needed change.

The President's Task Force on Private Sector Initiatives was the key vehicle through which Reagan's interest was expressed. It remains for those more distant from the Task Force to assess its work. But let me suggest some of its accomplishments that have a direct impact on volunteering:

- New working relations were developed with organized labor, which can lead to serious discussion of the relationship between labor unions and volunteering, particularly during difficult economic times.
- Contributions strategies statements for corporations and foundations stressed the importance of non-cash contributions, particularly of volunteer time, and of community-based organizations as high priority grantees. It was recommended that corporations match every dollar of cash contributions with a dollar's worth of non-cash resources such as volunteer time, donated goods, in-kind services.
- Attention was called to the importance of involving young people as volunteers, helping them to develop the "volunteer habit" early in life.
- Working closely with the media helped local broadcasters particularly begin to document their communities' responses to new realities of life in a time of economic crisis and diminished federal activity.

Although many people were responsible for the Task Force's work, special credit must be given to Frank Pace, who

Here are some of the things people were saying about volunteering in 1982:

"More than almost any other government initiative, VISTA has provided effective help to people most directly hurt by the Reagan administration's economic policies. Nowhere are the contradictions of Reaganomics, and the fundamental unfairness of present social and economic policies, more clearly revealed than in the assault on VISTA, and nowhere is public support more urgently, immediately needed."
—Monsignor John J. Egan in the *Chicago Sun-Times*, October 22.

"We are seeing a good many people who are out of work turning up at the various agencies offering their services as volunteers. They see their volunteer activities not only as a valuable use of their free time but also as a possible steppingstone towards a paid job in that particular agency."
—Toni Kirschenman, president, Directors of Volunteers in [Yakima] Agencies, in the *Yakima Herald-Republic*, April 13.

"Human beings have a drive for community—to be attached to other people, neighborhoods, cities. They don't always get that in their daily life or jobs, so they go beyond that. But voluntarism should never be used as replacement for the responsibilities of government to supply the society adequately with its needs. I support voluntarism but I get nervous when you try to replace adequately trained people in jobs with a 'friendly visitor.'"
—Jim Cunningham, professor, University of Pittsburgh School of Social Work, in the *Pittsburgh Press*, April 12.



"It's ironic. The traditional job market in most sections of the country is tight. But the market for volunteer jobs is wide open. Never been better. It's a great opportunity for college graduates, people out of work, people wanting to change careers, and others who are looking for meaningful employment. Properly selected and structured, a volunteer job can provide an excellent training ground for moving into the paying position you've always wanted."
—Peter Weaver in his syndicated column, "Mind Your Money," August 1.

"I know from personal experience that voluntary organizations can help solve difficult individual, family and community problems. And while I expect our nation's voluntary system to continue its unique role in strengthening society and in enhancing the quality of life, it cannot assume primary responsibility for this nation's most pressing individual and social problems."
—LeRoy Robinson Jr., president of the Family Service Association of America, in the *New York Times*, August 23.

"I keep opening the mail and getting announcements of funding cuts. The House of Umoja will survive because we're a family, but we won't be able to fulfill all our goals. Many groups won't be able to survive this period at all."
—Falaka Fattah, founder of the House of Umoja, Philadelphia's home for troubled youths, in the *Wall Street Journal*, June 22.

"Without my years of volunteer service, I would not have been able to reenter a profession I love. It's a way of sharing and a beautiful ongoing learning experience."
—Jan Levine, a docent at the Hirshhorn Museum since 1974 and now an art education consultant, in the *Washington Post*, June 10.

"If we aren't there, what do we say to a generation growing up in hard times? All of us will pass from whatever roles we play now. But the little ones whose lives we are helping set is what we're all about."
—Chicago Mayor Jane Byrne at a recognition breakfast for 800 volunteers in the city's Head Start and Title XX Day Care programs, May 23.

"The contradiction between current rhetoric and policy in no way diminishes the significance of voluntarism in modern society. A well of human resources stands ready to be tapped. But government prodding, financial incentives and corporate technical assistance will be required to realize its potential. In this complex world, it is naive to expect that we can return to a simple voluntarism untainted by outside support."
—Bruce Stokes, a researcher at Worldwatch Institute, in the *Chicago Tribune*, May 16.

chaired the committee on Marshalling Human Resources and was responsible for most of the work about volunteering. Founder of the National Executive Service Corps, Pace demonstrated the value of involvement by reaching out to major national organizations that support volunteering and then building his program around the agenda of concerns they developed.

The Task Force lasted only a year. It was the target of criticism from those who felt that it didn't do enough or didn't do the right things. Its failures may be a clear reflection of unreasonable expectations. Perhaps the best assessment of its value will be the extent to which the work it began is picked up and exploited by national and local organizations.

There can be little doubt that there

has been a renewal of citizen involvement nationwide, whether in efforts to shelter the homeless and feed the unemployed or in the campaign for a nuclear freeze. If the 1960s were years of idealism and revolution, the 1970s of introspection and search for meaning, then the 1980s increasingly are being characterized by a pragmatic involvement of people in problem-solving.

Budget cuts and elimination of programs, as much as positive presidential leadership, stimulated community after community to seek new ways to deliver services and meet needs. These included creative solutions that could top the talent and energy of private citizens and their organizations. "Partnership" became the new buzzword as communities faced the challenge of setting

priorities and allocating resources. As we do every year, we've culled some of the more interesting local programs at random from media reports.

This was also a year in which we increasingly became a global volunteer community. Our community began to recognize that volunteering isn't just an American activity but something that happens wherever there are caring people. We learned, for example, that in Indonesia, rural villagers are being reminded that it is part of their cultural heritage to help one another; that self-help groups of all kinds are developing rapidly in Europe; that in Bangladesh, holy men in mosques are becoming organizers of volunteer activities; that in Zimbabwe, black and white voluntary organizations are coming together to

help heal that war-torn country; that volunteer support structures are proliferating in Great Britain, France, Australia, Hong Kong and others.

Where, then, did we stand at year's end? Perhaps only with a renewed sense of the importance of volunteering, both for the very real accomplishments of volunteers and for the values volunteering brings to an increasingly difficult world.

Too many of our national leaders, in all walks of life, tend to denigrate the notion of service in the public good. Volunteering reminds us that it remains not just desirable but essential if we are to build a world in which every person can live in dignity.

I can think of no better way to close than to share with you Bill Moyer's commentary from the CBS Evening News broadcast of Friday, November 12, 1982. It made me cry when I saw it, but it was also a powerful reminder of what the

volunteer community is all about.

With appreciation to CBS News for allowing us to reproduce it, here is what Bill Moyers reported that evening:

They buried Joseph Payton yesterday, on a grassy knoll, among oak trees of southern Iowa on the banks of the Mississippi River. His family was there: his father, Bob, his mother, Polly, and his wife, Heidi, expecting their first child, and his brother, David, the last of three Payton sons. Two will lie here next to each other: Matthew, who died on his 18th birthday nine years ago of Hodgkin's disease, and now Joe.

Only a few of Joe's friends could come; most are far away in Africa. That's where Joe Payton spent the last 10 years, and that's where he died last week at the age of 31 in the country of Rwanda. He should not have been there, in a way. His asthmatic condition required a kinder climate. When his lungs collapsed after surgery for appendicitis, the doctors could not save him. So Joe Payton was brought home from Africa and buried yesterday in Burlington Iowa, on Veterans

Day.

He was a veteran of another sort—of campaigns against smallpox in Cameroon, drought in Senegal, and the hunger of refugees in Zaire and on Africa's Horn where they fled the war between Ethiopia and Somalia and finally, there in Rwanda, as refugees poured in from Uganda, 2,000 a day. Emergency relief carried him from one hard post to another as a Protestant volunteer and then employee for the Catholic Relief Services. He was also a Shakespeare buff who could quote long passages of those incomparable plays. And when he wasn't learning Swahili, Kirundi, Lingala and Fulani, he polished his French and studied classical Greek.

Whatever the tongue, Joe Payton spoke a language we all understand. He would not have liked my going on this way or have thought his death newsworthy. But in this time, when celebrity's the vogue and sensationalism thrives, the most important news of all may be of the real heroes in our midst who quietly bring healing where the world has brought hurt.



Two Main Functions

The two principal functions outlined in the Executive Order that established the Task Force were:

1. To promote private sector leadership and responsibility in meeting public needs; and
2. To foster an increased level of public/private partnerships in order to decrease dependence on government.

To carry out its mission, the Task Force divided work among 11 action committees: Models, Impediments, Governors, Liaison with National Organizations, Liaison with Government Offices, Incentives, Contributions Strategies, Marshalling Human Resources, Communications, Awards and Recognition, and Community Partnerships. All Task Force members were assigned to committees, and each acted as an autonomous group in fulfilling its mission.

The President's Task Force on Private Sector Initiatives

What It Did To Promote Volunteering

AS THE YEAR ENDED, SO DID the work of President Reagan's Task Force on Private Sector Initiatives. Ken Allen outlines its accomplishments, noting how they related to volunteering, in the status report that precedes this article.

Task Force Chairman C. William Verity, Jr., presented a mid-year progress report to participants of VOLUNTEER's National Conference on Citizen Involvement at Yale University last June (reprinted in fall 1982 VAL). Of particular interest to his audience of volunteer




leaders and administrators was the work of the Task Force's Committee on Marshalling Human Resources, in which 21 national volunteer organizations played a key advisory role. We present here this committee's complete report along with excerpts from its publication, *Volunteers: A Valuable Resource*. Volunteer leaders may find these reprints of value in promoting volunteer-

ing in their communities.

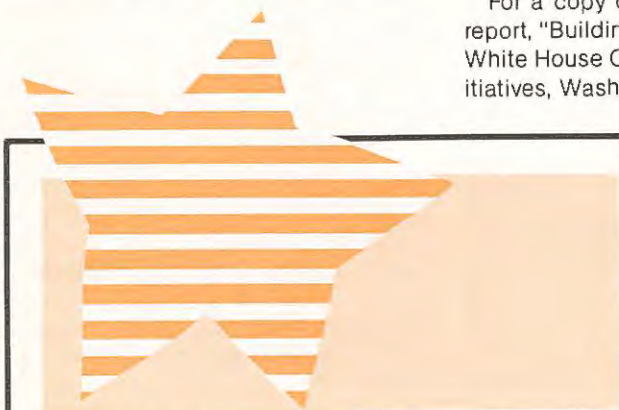
In addition, we reprint the giving strategies for individuals and foundations recommended by the Contributions Strategies Committee. These were developed out of the Task Force's belief that more can be done to make the private sector a strong partner with government in meeting the needs of American communities.

For a copy of the Task Force's entire report, "Building Partnerships," write the White House Office of Private Sector Initiatives, Washington, DC 20006.



Defining "Private Sector"

The Task Force's efforts were aimed at "the broadest possible cross-section of American life," including business, organized labor, religious and civic groups, educational and philanthropic institutions, service and neighborhood organizations, trade and professional associations, individuals and families.



Task Force Membership

The Task Force's 44 members represented a broad cross-section of political opinion and leadership from academia, business, organized labor, government, foundations, religion, civic and nonprofit organizations. Their role was to act as catalysts to encourage existing organizations, individuals and communities to take leadership roles in finding new and innovative ways to meet the needs of society.

Task Force Members

Chairman

C. William Verity, Jr.
Chairman of the Executive
Committee
Armco Inc.

William Aramony
President
United Way of America

William Baroody, Jr.
President
American Enterprise Institute

Helen G. Boosalis
Mayor, City of Lincoln,
Nebraska

William R. Bricker
National Director
Boys Clubs of America

Hon. Barber B. Conable, Jr.
U.S. House of Representatives

J. Richard Conder
Immediate Past President
National Association of Counties

Terence Cardinal Cooke
Archbishop of New York

Walter G. Davis
Director of Community
Services
AFL-CIO

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

Hon. Pierre S. du Pont
Governor of Delaware

Hon. Dave Durenberger
United States Senate

Luis A. Ferre
Former Governor of
Puerto Rico

John H. Filer
Chairman
Aetna Life & Casualty Co.

Max M. Fisher
Founding Chairman
Detroit Renaissance

John Gardner
Chairman
Independent Sector

Dr. Daniel Gilbert
President
Eureka College

Dr. Jean L. Harris
Vice President
State Marketing Programs
Control Data Corp.

James F. Henry
President
Center for Public Resources

Edward V. Hill
Pastor
Mt. Zion Baptist Church

Dee Jepsen
Advisory Board Member
STEP Foundation

Michael S. Joyce
Executive Director
John M. Olin Foundation

Edward J. Kiernan
President
International Union of Police

Arthur Levitt, Jr.
Chairman
American Stock Exchange

Robert D. Lilley
Chairman
Local Initiatives Support Corp.

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

Leslie L. Lutgens
Ex-Officio Member of the Board
Council on Foundations

Dr. Richard W. Lyman
President
Rockefeller Foundation

Cornell C. Maier
Chairman
Kaiser Aluminum & Chemical
Corporation

Elder Thomas S. Monson
Church of Jesus Christ of
Latter-Day Saints

Robert Mosbacher, Jr.
Vice President
Mosbacher Production Co.

Dr. Franklin D. Murphy
Chairman of Executive Committee
Times Mirror Co.

William C. Norris
Chairman and CEO
Control Data Corp.

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

Thomas W. Pauken
Director, ACTION

George Romney
Chairman
VOLUNTEER: The National Center
for Citizen Involvement

James W. Rouse
Chairman
The Rouse Company

Andrew C. Sigler
Chairman and CEO
Champion International

Ellen Sulzberger Strauss
President
WMCA Radio

Reverend Leon Sullivan
Founder
Opportunities Industrialization
Center

Alexander Trowbridge
President
National Association of
Manufacturers

William S. White
President
C.S. Mott Foundation

Jeri J. Winger
President-elect
General Federation of Women's
Clubs

Thomas H. Wyman
President
CBS, Inc.



Strategies for Giving

Developed by the Contributions Strategies Committee

Individual Giving

The Task Force recommends a goal of doubling individual giving in the next four years.

Almost 90 percent of private giving is by individuals. In 1981, the total of individual contributions exceeded \$44 billion. In addition, individuals contribute an enormous amount of personal volunteer time, equivalent in 1981 to an estimated \$64.5 billion.

When individuals give money and time, our society benefits in three ways: (1) Specific people and causes are assisted; (2) there is a greater awareness of community needs and issues; and (3) the givers gain an important sense of service.

Since its beginnings, this country has benefited from an extraordinary willingness on the part of individuals to participate in addressing communities' 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.

The present average of personal contributions is about two percent of annual income, with many individuals and groups contributing the traditional ten percent "tithe." The Task Force proposes that Americans work toward an average contribution of five percent of personal income.

The increased support should go to the causes of one's choice.

Individual giving and volunteering go hand in 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.

The Committee's complete recommendations are contained in "Building Partnerships," the Task Force's final report.

Foundation Giving

The Task Force recommends that:

1. Foundations reassess the pattern and direction of their giving to insure that the most pressing human, social and economic needs are being addressed effectively.

2. Foundations commit themselves, where appropriate, to active involvement in the development and enhancement of partnerships between the private and public sectors in their communities, and to the nurturing of community-based organizations that play so important a role in such partnerships.

3. Foundations voluntarily recognize their continuing accountability to the public as nonprofit organizations and follow the example of many foundations in openly communicating the amount and nature of grants made and their grantmaking objectives and priorities.

4. Every effort should be made to reverse the declining birth rate of foundations by aggressively promoting the formation of new foundations.

Foundations are independent nonprofit organizations that have been funded from private sources, managed by their own trustees and established to serve the public interest by addressing social, educational, cultural and other charitable needs. The majority of foundations are known as *independent foundations*, which are originally established and funded by individuals or families. A second important category is *community foundations*. They are a flexible vehicle through which individuals and corporations can make gifts or bequests of any size for the benefit of a community or a region and are governed by a publicly appointed board of trustees. A third category, *corporate foundations*, receives funding from a corporation and their activities are included in the foregoing statement about corporate public involvement.

The first two categories of foundations account for about five percent of all private sector giving in the United States. Their share of the total has gradually declined over the past decade due to such factors as inflation, government regulation, the impact of tax laws and the effect of the securities markets on foundation assets. The net result has been a continued slow decline in foundation giving in real dollars over recent years.

At the same time, foundations occupy a unique position in the private sector and have the potential for playing a more important role in helping to address the social and economic needs facing the country. Foundations are unique in their flexibility to respond to needs, in their ability to take risks and in their freedom to explore problems. The diversity among the nation's 22,000 foundations is a classic example of the pluralism in America's private sector and provides an opportunity for a rich and creative response to those issues and needs which are within the resources of the foundation community.

Community Foundations

The Task Force recommends that:

1. The cities and regions without community foundations take steps to form such foundations. The key persons in such a process are community leaders, heads of nonprofit organizations and bank trust officers, and attorneys and estate planners working with individual donors to establish a pooled community trust committed to addressing local needs and concerns. In addition, independent foundations and corporate foundations can play an important role in providing technical and financial resources for the formation of new community foundations.

2. Localities with community foundations mobilize resources to obtain additional gifts, bequests and corporate contributions to provide a substantial asset base from which grants can be made.

3. Existing community foundations place a high priority on providing technical and financial assistance in the formation or enhancement of public/private partnerships in their communities.

Community foundations have an especially vital role to play in community partnerships because of their

staffs' broad knowledge of the geographic area they serve, and their ability to pool gifts from many sources to meet community needs. These foundations often are in a position to provide expert grantmaking assistance to local corporations who desire to increase the level of their giving. They also make excellent partners with national corporations and foundations desiring to make contributions in cities or regions where they lack information about local needs. As a bridge between the donors and the local nonprofit sector, community foundations are natural partners to work with

local governments to address community problems.

The Economic Recovery Tax Act of 1981 includes a feature that establishes the annual payout requirement for foundations at five percent of assets. This change from prior law increases the ability of foundations to preserve their assets at a level that should insure a steady payout of grant dollars in future years. At the same time, there may be other legislative and regulatory changes that will further enhance the responsive ability of foundations and facilitate the creation of new foundations.



Report of the Marshalling Human Resources Committee

The Committee on Marshalling Human Resources was charged with encouraging increased commitment, recruitment, placement and management of volunteers in community service and enhancing the atmosphere for volunteering.

To pursue its mission, a decision was made to involve the volunteer community and other related groups. Thus, a first major activity was to form an advisory group of persons from major national volunteer organizations (see list). This advisory group suggested that it be expanded to include representation from labor, the corporate community

and religious institutions. Small working groups were formed to help carry out the agreed-upon committee objectives:

1. To reaffirm the fact that volunteering is an essential part of the fabric of American society.

- The Committee developed a publication for policy makers entitled, *Volunteers: A Valuable Resource*, for distribution to the White House, Congress, governors, mayors, national volunteer organizations, and other interested national organizations.

- The Committee, with the help of the Postmaster General, paved the way for a commemorative stamp on volunteering

to be issued in 1983—the first of its kind.

- The Committee participated in discussions with the Advertising Council on its campaign to promote volunteering.

2. To recognize contributions made by young people as volunteers in community service and to encourage more young people to volunteer.

- The Committee prepared a paper on youth for the Task Force, emphasizing the need to challenge young people by offering opportunities for them to become involved, as well as the importance of working *with* youth rather than *for* youth.

- The Committee organized a three-day event in Washington, D.C., attended by 47 young people representing 23 national volunteer organizations. Over 30 communities were represented. The highlight was a meeting with President Reagan.

- These youth representatives also visited the Greater Washington Youth Fair. This event was coordinated by the Boys Club's Jelleff Branch, which worked collaboratively with over 25 other local volunteer organizations. The D.C. Fair was designed as an example of a local private sector initiative for involving youth in community service.

3. To reconfirm the relationship of volunteer organizations with corporations and unions.

- Material was gathered on the subject of existing corporate volunteer activity and is reflected in a letter to chief executive officers and a Corporate Community Involvement Action Guide to be disseminated through major business associations.

- Representatives of volunteer organizations met with the AFL-CIO's Community Services Department, with the intent of preparing a paper on cooperation among unions and volunteer organizations on how to work together better. The AFL-CIO will host an educational meeting with volunteer organizations, and both the AFL-CIO and volunteer organizations will continue to address the subject of volunteering at conferences, meetings and other forums.

4. To stress the effectiveness of volunteer organizations.

- The Committee worked with the Gannett Newspaper chain and the American Society of Newspaper Editors to encourage local newspapers to include a

column on volunteer opportunities. A letter to 1,100 newspapers around the country encouraged the use of such a column.

- The Committee developed plans for publication of a directory of available management development, education and training for nonprofit organizations (paid personnel and volunteers) at universities, schools, and in nonprofit organizations.

Recommendations

The Committee acknowledges the fact that volunteers play an essential role in the fabric of American society and recommends that policy makers continue to find new ways to publicly recognize volunteers. The Committee clearly feels it has only begun an effort that needs to be sustained and built upon.

Therefore, the advisory group recommends that:

1. It continue its efforts through 1983 to complete these activities. To that end, the advisory group will:

- Keep in touch with those youth who came to the three-day D.C. conference, and assist them with their local initiatives.

- Work with the advisory group to identify and remove impediments to volunteering.

- Through business organizations, catalogue and encourage non-cash involvement in community service.

- Proceed with the Postmaster General on the production of the commemorative stamp.

- Continue to provide comments to the Advertising Council on its volunteering campaign.

- Continue to work with the White House Office of Private Sector Initiatives.

- Continue discussions with organized labor.

- Continue to work with newspaper editors.

- Complete the resource directory.

2. An office within the White House:

- Be designated as the Administration locale for information about contact with volunteers.

- Continue to work with organizations that provide youth volunteer activities and, more specifically, youth fairs.

- Provide resource information about volunteer organizations to the President and assist in the dissemination of materials produced by this Committee.



Committee on Marshalling Human Resources

Frank Pace, Jr., Chairman

William Aramony

Terence Cardinal Cooke

Walter G. Davis

Daniel Gilbert

George W. Romney

The Reverend Leon Sullivan

Alexander B. Trowbridge

Advisory Group

ACTION

Aetna Life & Casualty Company

AFL-CIO

American Field Service

American Association of Retired Persons

American Red Cross

Association of Junior Leagues

Association for Volunteer Administration

Association of Volunteer Bureaus

Call For Action, Inc.

Goodwill Industries of America, Inc.

Independent Sector

National Association of Neighborhoods

National Executive Service Corps

National Health Council

National Council of Negro Women, Inc.

National School Volunteer Program

National Urban League

National O.I.C.

Operation SER

Senator Dave Durenberger

United Way of America

VOLUNTEER: The National Center for Citizen Involvement