2003

The Essential Component Of A Dynamic Community Development Program

Heather Saint Holly

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The Essential Components of a Dynamic Community Development Program

By
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Submitted in partial fulfillment of the requirements
For the Master of Arts in Corporate and Public Communications
Seton Hall University
2003
ACKNOWLEDGEMENTS

Thank you to all of the people in my life for their continual support throughout the process of obtaining the Master of Arts in Corporate and Public Communications at Seton Hall University. First and foremost, thank you to my family for their unconditional love. There is a genuine appreciation for the patience and guidance of my colleagues. Dr. Kuchon who is a role model for her intellect and professionalism. Especially, Dr. Lombardi for being the author’s support system and biggest cheerleader, and most importantly for showing the author that anything is possible and all my dreams are within my reach with hard work and dedication.
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Chapter I

INTRODUCTION

A need exists for an effective program that represents the collaboration of the educational system, corporate America, professional athletics, and celebrities with community members. An established framework will allow for an easy transition and collaboration of the previously mentioned areas. In addition, there are many areas within our population that tend to be overlooked as a source of support for non-profit organizations. The disabled population and the children of our nation are two of the largest untapped resources in community service programs. The pure enthusiasm of the youth and disabled community can push existing programs to new limits and to bring new programs into existence.

September 11th, 2001 changed the world in many ways. The events pushed discussion of volunteerism and character education into the mainstream. One consistent volunteerism plan can be implemented into various community service programs. The plan needs to present a clear and concise process to infuse character education into the general population. After September 11th, 2001, continual discussion asserts that people should be taking part in community service projects. In the past, there has been a lack of guidance and structure to meet the expectations that our leaders have set forth for our nation to support one another in times of need.

The historical perspective of the presidential office examines the efforts of President George Bush, President Bill Clinton, and President George W. Bush that have been instrumental in increasing volunteerism rates in the United States. The groundwork
has been set from the presidential office to encourage all Americans to assert themselves in making a difference in our society. The tenor of the last decade from the Presidential office has been proactive in the creation and implementation community based programs that will guide our citizens to the areas of need in their community. The message has been sent through a variety of venues: Points of Light Foundation, State of the Union Address, and the Freedom Corporation.

The commitment to volunteerism from the presidential office over the last decade has been continual. Three presidents have made the pledge to continue to make our world a better place through volunteerism. Most importantly the presidential office has followed through with that commitment by creating two foundations and laws to protect the volunteers that are participating in nonprofit work. The presidential office has tackled issues such as insuring that every American has the support to learn how to read to addressing large social issues that affect the lives of millions. These noble efforts will be a part of their legacy for years after their presidential term has expired.

In 1997, who could have ever imaged the nightmare that occurred on September 11th of 2001 was ever a possibility in the United States? Unfortunately, the tragedy did occur, which gave Americans the opportunity to shine. The American citizens united to show their strength as a nation. Volunteers in the United States immediately went into action. The Port Authority Police Department, New York Fire and Police Departments, as well as emergency services were put to the test on that unimaginable day. The efforts of these volunteers and community service employees will long be remembered, and these individuals are just a small percentage of volunteers that impact
society. It should not take an event of this magnitude to make the people of the United States stop to appreciate volunteers on a daily basis.

Volunteering in a program does not mean a person has to give up all free time or donate his/her life savings. People just need to reach out to each other to show care and support in times of difficulty. The Big Brothers Big Sisters mentoring program of Morris, Bergen, and Passaic states, "The point of their friendship and mission of the agency is simple: Small moments have big meaning and, when cumulated, make a positive difference in the self-esteem and life paths of children."

(Daily Record, Morris County, NJ, Sunday, November 10, 2002)

The American Red Cross states in the video, "What if No One Answered the Call" that seventy five percent of firefighters are volunteers in the United States of America. The title drives a strong message immediately home: Americans tend to take for granted the many privileges that we all reap the benefits of when people volunteer their time to others. It should not be the efforts of a select few to keep the wheels of volunteer services rolling. The entire community needs to contribute to making our world a better place.

"The real challenge for us all is to find ways to broaden and strengthen voluntary effort into the next century," Princess Zahra Aga Khan told the 15th biennial meeting of the International Association for Volunteer Effort.

"Socializing young people to see voluntary service as an important part of everyday life is the key, and providing models, opportunities, programs and appropriate incentives are the means."

Princess Zahra, who is the co-ordinator of social development with the Aga Khan Development Network, based in Aiglemon, France, cited the philosophy of the Ismaili religion as a model for building caring, active citizens."

The primary quest behind this study to reach the youth of our nation by creating a program that provides a multitude of opportunities. A program that incorporates a variety of learning experiences through different mediums to accommodate varied interests and talents will create a successful experience. Therefore, children will be more likely to participate in another volunteer program in the future. The versatile program that is presented in Chapter V, Fluffy Friends Foundation, is built through 8 years of experience working with children in nonprofit work in grades kindergarten up to grade twelve.

Research Question

What are the effective components of an effective community development program? Several different aspects of volunteer programs will be examined to find a workable strategy to implement such programs in several different arenas. The framework of this study will assist in the development of a cause related marketing plan that will benefit corporate America, government agencies, professional sports organizations, and the educational system.

Subsidiary Questions

To address the issues surrounding nonprofit work the following will be addressed throughout the study:

1. When evaluating various organizations that collaborate with non-profit, which stands out over and above the rest? Also, is the reason why they stand out due to a solid public relations and marketing campaign or is it factual information?
2. In professional athletics, who will show they are making the greatest effort in giving back to the community?

3. Can a plan be created that could benefit from the structure of universal program yet meet the needs of the individual organization?

4. Who specifically represents true volunteerism and why?

5. What are the benefits of participating in a fundraising event for people in need?

6. What are the drawbacks in participating in a fundraising event?

7. How are people motivated to participate in fundraising events or intrigued by the idea of donating their time to a worthy cause?

8. At the completion of an event, how is success determined?

9. How many hours a year does the average person donate to his/her community?

10. Have the events of September 11th of 2001 made an impact on donations &/or volunteer programs in the United States of America?

11. Are corporate organizations making a difference on non-profits such as the American Cancer Society, Association of Retarded Citizens, etc.?

12. How do corporate organizations compare to the professional sports organizations?

13. Would people like to hear more about the efforts of professional athletes in their communities?

14. Does the sports organization make the decision on which non-profits to support or does the athlete have flexibility in that area?

15. Does the governor's office have a component that focuses purely on volunteerism?

16. Should character education be implemented in combination with volunteer projects into the core curriculum standards in New Jersey?
17. Should volunteer programs with an emphasis on character education be a focal point in corporate America, professional athletics, government, and education throughout the country?

18. Do the current practices of government institutions create thorough plans/projects that can be utilized in every facet of education and business?

19. Who are the gatekeepers in the media when covering cause related marketing events?

20. Do the motives of individuals vary when participating in a cause related event?

Purpose of the Study

The purpose of this study is to create an easy to follow plan that can be utilized for various organizations to incorporate volunteer programs with a focus on character education. People are innately kind and generous; however, the need exists for structure to allow the citizens of the United States an opportunity to showcase their talents and share their unique skills.

The media focuses on the faults and/or mistakes of a few when discussing professional athletes and celebrities, instead of drawing the public’s attention to the efforts of the many Americans who are out there making a positive contribution in our society on a daily basis. Altering the vantage point of the media would encourage others to get involved in constructive events. Showcasing celebrities that are making a positive contribution to society would encourage others to get out there and make a difference as well. Who has become the gatekeeper of the media? Professional athletes are making a difference in the community, and the media has made the choice not to cover these
events. Reporters need to come to the realization that more than sex, violence, and scandal are considered to be newsworthy to the viewers. The general public wants to see the positive events that transpire to benefit our environment. Cause related events are newsworthy.

It would be a comforting feeling to know when a person is in need there would be ten others to be standing there in support. "Volunteering gives a sense of purpose," said Rolland Smith (WWOR Television News Anchor-New Jersey Office of Volunteerism). If everyone gave a little the impact would be significant the lives of many. In the creation of an action plan, people will have the foundation to take their ideas and make use of their imagination to increase volunteerism to a new level.

Objectives

The primary intent of the study is to research the history of volunteerism in the United States and in the process, analyze the progression throughout time. History allows us the opportunity to learn from mistakes; at the same time, history gives the chance to capitalize on the advancements made along the way. The author will learn from previous programs to aid in the process of creating a versatile community service program.

A second objective of the study is to take a close look at the aftermath of September 11, 2001. An evaluation of the rate of volunteerism in the following year will also focus on monetary donations throughout the year. Did the people of the United States come forth to satisfy the request of President Bush in the nation's time of need?
Thirdly, the study will illustrate that celebrities do make an effort on a daily basis. The media makes the choice to portray athletes as aggressive and destructive on the field, as well as off. The covers of magazines and the headlines of articles focus on the sex lives, &/or drug habits of a select pool of stars rather than their actions to enrich the lives of the less fortunate.

Finally, research of the Governor’s Office of Volunteerism will find grandiose efforts that are made in New Jersey. There is also an interest in the current programs that are in existence in the area, since these programs are not a focal point in the local media.

Definition of Terms

Act: A bill that has been passed by both houses and becomes law. Seo, D. (2001). P.75

Bill: A proposed law introduced in either the House or Senate. Seo, D. (2001). P.75

Character Education: A program that is focused on strengthening the ethical and moral structure of a person or individual.

Community Service: Programs that are created to meet the needs of the public arena as a whole: educational, social, environmental, and/or for the enhancement of the welfare of others.

Economic Loss: The term ‘economic loss’ means any pecuniary loss resulting from harm (including the loss of earnings or other benefits related to employment, medical expense loss, replacement services loss, loss due to death, burial costs, and loss of business or employment opportunities) to the extent recovery for such loss is allowed under
http://www.explorium.org/PL_105-19.htm

**Educational State Standards:** The guidelines established by the

**Harm:** The term 'harm includes physical, nonphysical, economic, and noneconomic losses. *Volunteer Protection Act of 1997*(On-Line). Available:  
http://www.explorium.org/PL_105-19.htm


**Nonprofit Organization:** The term 'nonprofit organization’ means

(A) any organization which is described in section 50 (c)(3) of the Internal Revenue Code of 1986 and exempt from tax under section 50 (a) of such code and which does not practice any action which constitutes a hate crime referred to in subsection (b)(1) of the first section of the Hate Crime Statistics Act (28 U.S.C. 534 note); or

(B) any not-for-profit organization which is organized and conducted for public benefit and operated primarily for charitable, civic, educational, religious, welfare, or health purposes and which does not practice any action which

Philanthropy: An event or activity that involves the transfer or donation of goods, funds or other capital to a non-profit group or organization. There is little to no direct personal contact with those who will benefit from the work. Examples: canned food drive, fundraisers, and clothing drive. Phillip A. Schott, (On-Line).

Service Learning: The concept that service is a needed learning experience. Activities are required to receive class credit, receive a certification, or are mandated through a membership organization. Examples: A high school requires all students to complete ten hours of community service before graduation; a fraternity chapter requires its members to attend a service project. Phillip A. Schott, (On-Line).

State: The term 'state' means each of the several States, the District of Columbia, the Commonwealth of Puerto Rico, Virgin Islands, Guam, American Samoa, the Northern Mariana Islands, any other territory or possession of the United States, or any political subdivision of any such State, territory, or possession. Volunteer Protection Act of 1997(On-Line). Available:  http://www.explorium.org/PL_105-19.htm
Volunteer. The term ‘volunteer’ means an individual performing service for a nonprofit organization or a governmental entity that does not receive—

(A) Compensation (other than reasonable reimbursement or allowance for expenses actually incurred); or

(B) Any other thing of value in lieu of compensation, in excess of $500 per year, and such term includes a volunteer serving as a director, officer, trustee, or direct service volunteer. Volunteer Protection Act of 1997(On-Line). Available: http://www.explorium.org/PL_105-19.htm

Volunteer Protection Act of 1997- The ‘Volunteer Protection Act of 1997’ provides protection for nonprofit and government volunteers from civil liability. This act is deemed to encourage the citizens to volunteer for service. The bill’s limitations include misconduct constituting a crime of violence, and act of international terrorism, hate crime, misconduct constituting intoxication, drug use, sexual offense, or violation of any State or Federal civil rights laws. (Weekly Compilation of Presidential Documents, June 23, 1997 v33 n25 p91 (2)
Limitations

The study will be inhibited by the ability to reach individuals with celebrity status for their opinions in reference to volunteer services. Administrators may not want to share information on all of the cause-related events for variety of reasons. A lack of public service work may be evident in an organization. In addition, an organization may be in such demand that making the efforts public information may be a detriment to the establishment.

An organization that deters media attention for the efforts towards community service defines the true meaning of volunteerism, since their motivation is not tied to public exposure. These members are purely assisting their community members in need of support or encouragement. Therefore, this would limit the study since the organization will not want the efforts to be public knowledge.
Chapter II

A REVIEW OF LITERATURE: THE PROGRESSION OF COMMUNITY SERVICE PROGRAMS THAT LEAVE AN IMPRESSION ON THE HEARTS OF OUR NATION

Background

The literature review is composed of several areas of interest: history and the progression of the government’s role in facilitating volunteerism, educational system, function of celebrities and professional athletics, corporate involvement and issues surrounding mandated volunteerism. Volunteerism is a controversial topic with the recent events in our culture. There has been an influx of character education and volunteerism opportunities in our culture. The efforts are present in the workplace to reach out to the community as well.

President Bush set the tone of altruism in our nation in 1990. During President Bush’s term the Points of Light Foundation was established to address serious social problems. The primary purpose of the Points of Light Foundation is to address significant social issues with support of various corporations, citizens, foundations, and government entities. There has been tremendous growth in the past decade in this program. President Bush’s organization focuses on encouraging people with disabilities to step forward and participate in the organization’s activities.

The program is based in Washington, DC with a mission to connect the talents of enthusiastic Americans with the organizations in their community. President George W. Bush states, “The Points of Light Foundation embodies America’s spirit of volunteerism and the goodwill of its citizens. Our nation will counter evil with good, defeat terrorism
by routing out its perpetrators and comforting its victims, and continue to answer the calls of people in need.” http://www.pointsoflight.org/about/mission.cfm

The Foundation demonstrates effective dynamics to generate solutions to our serious societal troubles in our nation. The first and foremost priority in the program is connecting additional people to the volunteer opportunities. The mission statement points out several areas that foresee the needs to address events of today. These needs that President Bush brings to our attention are:

- “We believe that a sustained (long-term) commitment by volunteers is the best way to make a significant difference in the lives of others. Episodic, occasional or one-time volunteering is also important, but may not develop the appropriate long-term knowledge or experience necessary for volunteers to solve today’s serious social problems.

- Our goal is to engage everyone in volunteering from every walk of life. We also believe that “people in need” should also volunteer as a way to learn how to reconnect themselves to their society and its resources. Ultimately, we want volunteering to become a way of life for every citizen; for people to believe that volunteering isn’t just nice to do, but necessary.

- Increased social needs and decreased personal time has made volunteering an extremely valuable resource. Therefore, it’s vitally important for volunteers to be engaged in worthwhile activities that make a difference. Our role is to provide the appropriate knowledge, skills and tools for volunteers to be effective.

- We believe that volunteering isn’t simply nice to do, but that it must be a necessary part of our lives. Volunteers are people who are committed to be responsible for and serve others without reward. People are the key ingredient for success. When people don’t reach out to those in need, society becomes fragmented and serious social problems will result. If social fragmentation becomes too far-reaching, social normality will be totally destroyed. Serious social problems aren’t simply prevented or solved with private funding or government programs. It requires the human connection established by volunteers. The cost of solving serious social problems without volunteers would be astronomical. In fact, today’s volunteer workforce represents the equivalent of over nine million full-time employees whose combined efforts are worth $225 billion (based on $14.30 an hour in 1998).

- Serious social problems are those problems that cause considerable disruption to our lives and the lives of others. And while the characteristics and frequency of
social problems may vary within each local community, the problems generally fall into major categories: homelessness, violence, poverty, personal abuse, substance addiction, health, etc. The Foundation also supports volunteering for cultural or environmental initiatives, but our primary focus is set on serious social problems." http://www.pointsoflight.org/about/mission.cfm

Following the establishment of the Points of Light Foundation, President Bill Clinton instituted the Volunteer Protection Act. The bill protects volunteers from civil suits. Therefore, an increase in civil service should occur with the institution of additional legal protection from illegitimate lawsuits.

President Clinton states, “I have signed into law S. 543, “Volunteer Protection of 1997,” which will provide volunteers working for nonprofit and governmental entities certain protections from civil liability. Through citizen service, Americans recognize that we are responsible for one another and that we are members of a true community. All levels of government should encourage citizens to volunteer for service. This bill is a small part of what the Federal Government is doing to help our citizens serve as volunteers.” (Weekly Compilation of Presidential Documents, June 23, 1997 v33 n25 p911 (2)

The bill’s limitations on liability do not apply to any violation of any State or Federal Civil Rights Laws, crime of violence, act of international terrorism, hate crimes, misconduct that involves intoxication, drug use, and sexual offenses. (Weekly Compilation of Presidential Documents, June 23, 1997 v33 n25 p911 (2) The pursuit to increase volunteerism in the United States is continued by George W. Bush.

The current administration, President George W. Bush, created the Freedom Corporation that carries on the tradition of the Presidential Office, which is to be proactive in addressing the hardships of our nation. President Bush stands behind volunteerism as a way to fight the evil that occurred on September 11th of 2001. During the State of the Union Address President Bush states,
None of us would ever wish the evil that was done on September the 11th. Yet after America was attacked, it was as if our entire country looked into a mirror and saw our better selves. We were reminded that we are citizens, with obligations to each other, to our country, and to history. We began to think less of the goods we can accumulate, about the good we can do.

For too long our culture has said, If it feels good, do it. Now America is embracing a new ethic and a new creed: “let’s roll.” (Applause.) In the sacrifice of soldiers, the fierce brotherhood of firefighters, and the bravery and generosity of ordinary citizens, we have glimpsed what a new culture of responsibility could look like. We want to be a nation that serves goals larger than self. We’ve been offered a unique opportunity, and we not let this moment pass. (Applause.)

My call tonight is for every American to commit at least two years—4,000 hours rest of your lifetime serving, and I thank you. If you aren’t sure how to help, I’ve got a good place to start. To sustain and extend the best that has emerged in America, I invite you to join the new USA Freedom Corps. The Freedom Corps will focus on these three areas of need: responding in case of crisis at home; rebuilding our communities; and extending compassion throughout the world."

The government has programs in existence from the Presidential Office to the Governor’s Office that team with the Department of Education to the make an effort towards the cause of volunteerism are comprehensive models in format. The government’s programs have a strong foundation that serves as a means for the public to find ways to participate and create volunteer programs. The Governor’s Office has been teaming with the schools of New Jersey to increase character education. Schools have been making efforts to increase their focus on character education in the curriculum.

Governor James E. McGreevey and William L. Librera, Ed.D. Commissioner stands behind the New Jersey Character Education Partnership, which has been created to develop the whole person. “We as citizens of this community must know that the education of our children is not someone else’s task. Nor is it simply a burden, which falls only on teachers and parents. The responsibility for educating our children and
developing their character rests with us all. For the education of our children is about our
future, our passing of knowledge and values from one generation to another." (Governor
James E. McGreevey’s Inaugural Address on January 17, 2002.) New Jersey Character
Education Partnership has been presenting grant opportunities to schools to incorporate
new programs as well as enhance existing curriculum. The following logo is a
representation of the region of concentration for the governor’s program.

NEW JERSEY
CHARACTER EDUCATION
PARTNERSHIP

The Governor’s Office character education program emphasizes caring,
responsibility, respect, trustworthiness, fairness, and citizenship as the primary
components of their mission in the educational process. Governor McGreevey states,
“Through education we transmit our American values and we prepare our children to be
responsible citizens. For our democracy to flourish, we require an educated citizenry.”
(Governor James E. McGreevey’s Inaugural Address on January 17, 2002) The program
provides for 4.75 million for schools to develop and implement character education
programs. The program has influenced the lives of 270,377 students state in, section five
of Appendix F of the New Jersey Department of Education Division of Student Services
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<td>BERGEN</td>
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<td>BURLINGTON</td>
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<td>CUMBERLAND</td>
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<td>ESSEX</td>
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<td>GLOUCESTER</td>
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</tr>
<tr>
<td>WARREN</td>
<td>26</td>
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</tr>
</tbody>
</table>

http://www.state.nj.us/njded/charred/outcomes/
The optimal program works to develop the whole person. An individual should be challenged emotionally, physically, and socially in a complete program. The educational mediums need to vary to adapt to accommodate for varying learning styles.

Holding students accountable for their actions is a priority in the educational process of the New Jersey Character Education Partnership. The establishment of concise guidelines will promote success in student endeavors. “It is intolerable that certain schools fail to establish basic standards, basic discipline and clear levels of accountability. Our schools must also provide a compass to our youngsters, to help them navigate between right and wrong, between fact and fiction, between faithful and false.” (Governor James E. McGreevey’s Inaugural Address on January 17, 2002) These life long lessons will enhance and promote growth in the student population towards a productive citizenry.

In addition to the governmental efforts, professional sports organizations have a tremendous impact on voluntceirism. Organizations throughout the United States have made a tradition out of community service events. There are faces in the forefront of every nonprofit organization that will come to your mind. When thinking of the United Way, the faces of Troy Aikman the previous quarterback of the Dallas Cowboys and running back Emmitt Smith, a running back, immediately come to mind for their efforts on national television. Professional athletes and celebrities that make community service a priority in their careers.

The National Football League produces a book each year that focuses on the charitable work that is a cornerstone of the organization. The League programs consist.
of Walter Payton Award, NFL and United Way/Hometown Huddle, NFL Tuesdays/NFL Extra Effort Award, and the NFL Foundation Grants/NFL Player Camp Program.

There are programs that every team in the National Football League partakes in throughout the year. Individual teams and athletes have nonprofit organizations as well as causes in which they make efforts to reach out to in surrounding communities. The Walter Payton Award distinguishes one man with a tribute for his dedication to community service activities in combination with his superior athleticism on the field. The Walter Payton Award has been in existence since 1970. This prestigious award is one of a kind in the NFL, since it recognizes altruism of a player.

The NFL also teams itself with the United Way. “The partnership between the National Football League and United Way of America is the sports industry’s most visible and longest running public service program. In 1973, United Way approached the NFL about providing airtime during game telecasts to promote United Way’s work. The NFL responded favorably, recognizing the partnership as an excellent means of communicating United Way’s mission to the American public by using players and other NFL personalities to promote community service.” National Football League, A Tradition of Service 2002-2003. The support from the NFL progressed from raising $800 million dollars to $3.91 billion in the in the close to two decades of making a collaborative effort to a greater cause.

The NFL Tuesdays/NFL Extra Effort Award is when a player utilizes his traditional day off to make a difference in the lives of members of the community. A player has taxing schedules, physically as well as emotionally. Traveling, in combination
with practice and game time, takes an abundance of a player’s personal time. This means that during the season a player may only have limited time to spend with his family, significant other, &/or friends and should be commended in his efforts to partake in community service programs. Each month the NFL rewards players with the NFL Extra Effort Award for a player who has made a continual impact towards a cause or made an impact that particular month. The reward is a $1,000.00 award to be given to the charity of the player’s choice for his efforts. Monthly updates can be seen during the season at NFL.com.

The NFL Player Foundation Grants/NFL Player Camp Program is given $1 million dollars from NFL Charities to support community service work. “NFL players also are one of the most valuable resources to the Youth Football Fund, the NFL’s foundation that focuses on the game of football to positively impact youth. The Fund’s Player Camp Grants provide financial support to current and former players who run free camps and clinics for young people. This program allows the NFL to recognize its players who emphasize sportsmanship both on and off the field.” National Football League, A Tradition of Service 2002-2003. Players in the NFL make a year round commitment to the sport of football and reflect the positive attributes that participating in a team sport can convey to the younger population. These elite players lead by example.

“Community outreach is an important element to the Super Bowl experience,” states the NFL Commissioner Paul Tagliabue. “Our goal is to take a leadership role and encourage others to join us in public service. The role of the players in the process is

The programs vary from team to team as well their efforts and level of dedication. There are many programs that are backed by the support of the National Football League to encourage growth and volunteer activities in the community. The forthcoming programs are just a select few that the National Football League participates in as of the 2002-2003 season.

“This Tuesday, the Detroit Lions' players, wives, friends and family members will provide a holiday dinner for the families living at HAVEN, a prevention and treatment center for domestic violence, sexual assault, and child abuse. The Carolina Panthers will host their Sixth Annual Adopt-A-Family Gift Exchange Program. The team has adopted 27 families through the Department of Social Services for Christmas.

Indianapolis Colts' quarterback Peyton Manning will host 700 children at a Christmas Party at the Children's Museum of Indianapolis; cornerback Fernando Bryant of the Jacksonville Jaguars and some of his teammates will host a holiday shopping spree for youngsters at a local sporting goods store; while Miami Dolphins cornerback Sam Madison will do the same thing for members of the Broward County Boys and Girls Club. St. Louis Rams players Ricky Proehl, Courtland Bullard, Grant Wistrom and Darnione Lewis will take children holiday shopping at the Toys for Tots Warehouse.

Brian Mitchell of the Philadelphia Eagles will host a holiday event for children through his foundation. Each child in attendance will receive a stuffed stocking and a new bicycle. The Tampa Bay Buccaneers' Derrick Brooks will host a holiday party at local Boys and Girls Club. He will distribute sneakers and gifts to the youngsters.

These are just a few of the many community service activities taking place as part of "NFL Tuesdays."

Tuesday is the traditional day off for NFL players during the season. It is the day players escape the rigors of pro football and get reacquainted with rest and relaxation. But many players also use their day off to "go to work" in their communities.

http://www.nfl.com/fans/story/6018412

NASHVILLE, TN, March 25, 2003 -- The Tennessee Titans will make a total of 73 stops in Kentucky and Alabama during Titans Caravan VI, the team's most ambitious Caravan to date.

During the Caravan, which will run April 16-May 2, there will be 38 stops that will be free and open to the public. The remaining visits will be comprised of 33 school
programs and stops at two children’s hospitals.

Bob Kent states, “The Eagles organization took the West Philadelphia community by storm, literally, Friday morning.


Why is it that that the public will see the negative aspects of professional athletics flashed all over the news and never the positive? Why the public is continually presented with coverage of the skeletons in the closets of professional athletes is a focal point of discussion. The positive events that transpire on a regular basis in professional athletics are not even a mention in the news. Krishan Joshee, chairman of the Edmonton-based Wild Rose Foundation who attended the 15th annual biennial meeting of the International Association for Volunteer Effort, is in agreement there is a lack of press coverage as a whole in the area of voluntary efforts. At the Mr. Joshee, who taught school for 27 years, said, “He opposes mandated community service, but he said young people will do their part if they have role models and the positive reinforcement for good deeds. He criticized the media for their failure to report good news. When somebody steals a pencil or a piece of cake or something it is at the forefront of the newspapers, but when they do much good they are not even mentioned.” Picarde, Andre. Teaching Value of Volunteerism Now More Important Than Ever. The Globe & Mail-National News Wednesday, August 26, 1998. Zahra Aga Khan – Volunteerism Conference. Andre Picard mentions in the article that there were 2,700 delegates from 86 countries have come to Edmonton for the conference. This would infer that the lack of coverage is a world wide epidemic. The nation should lead by example by presenting altruism as a priority in overall news coverage.
What is the effect of this negative coverage? When the focus is on the negative, while only representing the minority in an organization, it does it tarnish the image of the organization. The general perspective of the behavior of the athletic population is affected as well. "For years, NFL players and coaches have been working extensively in their communities on their day off," says NFL Commissioner Paul Tagliabue. "While many of us use our two-day weekend to relax, countless NFL players and coaches use their one day off during the season to give back to their communities. It's time players received more credit for that." http://www.nfl.com/fans/story/6018412

The efforts of professional athletes and celebrities occur on a daily basis often go unnoticed by the public. On the Madison Square Garden Network, a presentation of the book The Pros & the Cons in the National Football League, was under discussion. The book's message is there are convicts that play in the National Football League, and there are separate sets of rules in society for professional athletes. This book sparked an interest in the efforts to encourage volunteer programs in the schools with a progression to encouraging the athletic population to step forward in the community. The numbers are astonishing; however, there is another perspective to consider when reading this book.

The convicts are a small percentage of the athletes that participate in the National Football League. A president has to be set in professional athletics as a whole, it is a privilege to be amongst elite athletics not a birth right. Behavior qualifications set throughout competition on and off the field will raise the credibility of the world of athletics. Benedict and Yaeger state in the authors' opinion, "Any player whose pre-NFL criminal history details a pattern of arrests for serious crimes should not be draft eligible. Any player convicted of a "serious" crime (as defined in chapter 1) involving
violence and drugs after joining the NFL should be banned indefinitely." Benedict, Jeff and Yaeger, Don. "Pros and Cons: The criminals who play in the NFL." P259. The implementation of such a standard although easier said than done will not allow the few athletes that participate in such behaviors the opportunity to tarnish the positive efforts of many. Professional athletes see thousands of sick children on a yearly basis; in addition, they raise thousands upon thousands of dollars for various programs. It is time for the focus to be on positive events.

At the collegiate level there are expectations that are placed upon the athletes in that their behavior is held to a higher standard. Seton Hall University Athletics Mission Statement consists of:

"The mission of the Department of Athletics is to ensure that the intercollegiate athletics program represents and reflects the mission and goals of the University. By providing quality opportunities and programs that reflect high academic, moral and athletic standards, Seton Hall University enables all student-athletes to maximize their personal potential." Seton Hall Athletics www.shu.edu

Athletes have natural leadership skills. The participants in athletics also have other skills that are enhanced in the world of athletics: time management, refined organizational skills, goal oriented, cultivated communication skills, as well as discipline.

Athletics arms the participants with survival skills that can be applied to the work force, family structure, and organization in the educational field.

"Competitive sports do not corrupt athletes' character. Instead, they offer valuable lessons in character development, providing valuable lessons in skills such as perseverance, dedication, and grace in victory and defeat. Many student athletes credit their athletic programs with giving them the discipline they need to keep their grades up. The college experience would be less valuable for many students without competitive sports." (David Carr, Physical Education & Sports Sciences
Coordinator, Ohio University
http://www.ohiou.edu/ethics/history/sports_character.html)

Millions of individuals benefit from character education in athletics throughout the year. Character education is a large component of the coaching process that tends to go unnoticed. Winning and losing will not be the major life long lessons athletes learn through the participation in sports programs, but tolerance and acceptance will carry then throughout their lifetime. Athletic philosophies can be found throughout the nation in growing numbers. In addition, a code of conduct for spectators has been implemented in many sports to provide a positive environment for children to compete.

Athletic Department Philosophy: The Interscholastic Sports Program, in an effort to build community spirit, self-esteem, lifetime fitness, and athletic skills, is designed to offer an excellent program in competitive sports and to include all students who wish to participate. Goals: The Athletic Department presents opportunities for students to:

- participate on a sports team regardless of skill level or prior knowledge of the sport
- build character and self-esteem through hard work and dedication
- develop and display good sportsmanship as well as respect for teammates and opponents
- learn how to balance athletics and academics
- experience the relationship between practice and improvement and how that transfers to other areas of life
- realize the lifelong health and social benefits of athletics
- enhance technical skills and learn game strategies
- understand the importance of teamwork
- learn responsibility and develop self-discipline while competing on a team

have fun. (David Carr, Physical Education & Sports Sciences Coordinator, Ohio University http://www.ohiou.edu/ethics/history/sports_character.html)
Like athletes, celebrities have the ability to raise astronomical amounts of money with little effort and time. Their names and presence speak for themselves when linked with a charitable event. This is not to say that there are not celebrities that put in endless hours into their community with donations of their own hard-earned moneys. Like large corporations that participate in cause related marketing events for the public relations benefits, celebrities too reap the rewards with press coverage. Unfortunately, these are events that are mentioned in mere seconds or land up on the last page of the paper.

When one evaluates celebrities that have powerful programs, names like Oprah and Paul Neuman are in the forefront of the thought process.

Oprah runs the gamut in having the ability to touch the lives of millions, including the founding the Angel Connection. Oprah's show serves as a powerful advertising agency. With the mere mention of the Angel Connection, she reaches out to millions of viewers within seconds. Oprah has an approach that should be a focus in corporate America, education and athletics, which is developing the whole person—mind, body and spirit. Many people tend to get lost in the hustle and bustle of the daily events in their lives and miss the important moments with meaningful messages. When looking for a role model in the area of humanitarianism, Oprah is the person. Oprah leads life by example. "I want you to open your hearts and see the world a different way. You get from the world what you give to the world. I promise this will change your life for the better," states Oprah Winfrey. This statement comes from experience, viewers can watch her share her feelings and emotions through the events that she encounters on a daily basis. There are several lessons to be acquired by Oprah Winfrey. One lesson is a life
continual process where there is an opportunity for growth around every corner. Whatever obstacle encountered in life, there is a way to overcome the challenge and conquer the fear whomever one is in our society. Everyone can make a difference and play a positive role in the world. “You get from the world what you give to the world.” — Oprah Winfrey

Oprah Winfrey announced Oprah’s Angel Network on September 18, 1997, to inspire people to use their lives and to reap the truest rewards that come from giving to others. “I want you to open your hearts and see the world in a different way,” said Oprah. “I promise this will change your life for the better.” Taking the time to step outside of the concerns that exist in daily lives to reach out to another not only can be rewarding but enlightening.

Millions of viewers, several celebrities and sponsors joined in the effort. To date, Oprah’s Angel Network has raised $5.1 million dollars from viewer donations and an additional $7 million from sponsors and celebrity contributions. Oprah’s Angel Network granted scholarships to 150 young people, funded over 200 homes with Habitat for Humanity, and built 34 schools in 10 countries.

“I would encourage you to look inside yourself, to see what you have to offer... and use that to give back to the world.” — Oprah as stated previously, everyone has something to offer. The gift does not always have to be significant in time or moneys just thought. The impact of just taking a moment to show you care can stretch for miles in the heartstrings you pull.
Oprah's Angel Network established the "Use Your Life Award" in April 2000 and since then has awarded it to individuals who through their charitable organizations are making a difference in the lives of others. Funded by donations from actor Paul Newman, founder of "Newman's Own”; Jeff Bezos, founder of Amazon.com; and from donations by The Oprah Winfrey Show viewers, the "Use Your Life Award" helps recipients to expand their programs and to continue helping those in need.

To date, 50 "Use Your Life Awards" have been presented totaling 4.35 million dollars. Like Oprah, Paul Neuman has a philanthropy plan. His plan consists of a ten-class program that teaches individuals how to start a nonprofit charitable organization. The program also instructs individuals on how to manage the organization through the benefits of volunteering, money, and/or donated stock.

"It was 1982 when Paul Newman and his longtime friend, author A. E. Hotchner, decided to begin an unconventional company with a charitable mission. Newman and Hotchner had earlier started the tradition of filling wine bottles with homemade dressing as Christmas gifts for friends. "More! We want more!" their friends clamored. Newman and Hotchner decided that if the dressing was good enough for their pals, it was good enough for the public. So they initiated a unique business venture - Newman's Own - with the unique mission of donating 100% of the profits to those in need.

Newman's Own began with $40,000 and was tested by pals in Newman's kitchen. Products were critiqued around his ping-pong table and then sold directly to grocery stores. According to the food industry experts at the time, this operation should have lost $1 million in the first year. But after 12 months of business, what started as a joke ended up giving close to $1 million to charity!

Newman attributes the extraordinary success of his company to two policies. First, he insists on top quality, all-natural products with no added preservatives. Second, he gives all after-tax profits to charities both in the United States and abroad. Newman's Own combines these two principles, allowing consumers to purchase great tasting products while supporting their communities. It's all about eating good food and doing good at the same time!

The first Newman's Own product was the now famous Oil & Vinegar Dressing. In the 20
years since its launch, the brand has expanded product offerings to include a collection of salad dressings, pasta sauces, salsas, popcorn, lemonade, and steak sauce. In 1993 the business expanded to include Newman's daughter, Nell, when she created a line of organic food products called Newman's Own Organics. This inventive and timely division of Newman's Own uses only certified organically grown ingredients. Products range from Pretzels and Chocolate Chip Cookies to Tortilla Chips, Chocolate Bars, Fig Newman's™, Chocolate Peanut Butter Cups, and Pop's Corn.

One of thousands of charities that has received donations from Newman's Own holds a special place in the heart of the company. The Hole-In-The-Wall Gang Camp was founded in 1986 when A. E. Hotchner and Paul Newman dedicated funds from Newman's Own to create a special place for children with cancer. This camp welcomes 1,000 kids, free of charge, from across the United States and abroad every summer. It is here that children with cancer or serious blood diseases find camaraderie, joy and a renewed sense of childhood.

Mr. Newman donates all of his after-tax profits from the sale of Newman's Own products to charity. Since founding the company, he has donated over $125 million to thousands of charities in his 20th anniversary of the program. Areas of giving include: Arts, Affordable Housing, Children, Disaster Relief, Education, Elderly Groups, Environmental Causes, Hunger Relief.

Newman's Own Organics was established as a division of Newman's Own in 1993, and became a separate company in late 2001. Paul Newman, founder of Newman's Own in 1982, gives away all his after-tax profits from his royalties to educational and charitable organizations. He has donated more than $100 million dollars to a wide variety of causes. By purchasing Newman's Own Organic products, consumers are supporting nonprofit organizations and sustainable agriculture.

Like our parent company, Newman's Own Organics donates 100% of our after-tax profits to charitable causes. Paul Newman's Newman's Own has donated over $100 million to charities in the U.S. and abroad since 1982.

Here are just a few of the charities to whom Newman's Own Organics has contributed: Organic Farming Research Foundation, University of California Santa Cruz Farm and Garden Project, Predatory Bird Research Group, Habitat for Humanity, Make A Wish Foundation, California Grey Bears, Hospice Caring Project of Santa Cruz, Grand Canyon River Guides, St. Jude Children's Research Hospital, The Ecological Farming Association, and the World Wildlife Fund. www.neumanstownorganics.com

Paul Newman is a celebrity that is front stage in America today. Not only is he a talented and gifted actor, but he is making a positive impact on society. He set the foundation for actors on screen as well as off. Most importantly, Paul Newman simplified
the process for anyone interested in creating a nonprofit organization. Take an idea or
talents that one enjoys, test on the public, and run with it.

Paul Neuman is a purist in the arts. His talent has graced the screen and society.
Neuman's perspective is simply put at the same time send a strong message. "It seems so
human to hold your hand out to other people who are less fortunate," Newman said. "I
don't know why that can't be part of the corporate mentality." (Dean, Katie Newman's
Own Philanthropy Plan, Wired News. Sep. 08, 2000. Paul Neuman has shown the nation
how to combine philanthropy with corporate America.

Following Newman’s example, Many corporations have encouraged employees to
participate in volunteer efforts. An incentive plan is most often exercised to increase
participation throughout the work force in cause related events. Cause related events
have grown to be a significant component of the corporate marketing strategy. The
teaming of a corporate conglomerate and a nonprofit organization that occurs with the
support of their employees is cause-related marketing. In return for time served at these
events, employees can reap the benefits of additional time off.

Charities will team with corporate entities to ensure survival as well. A variety of
charities are continually competing for the same dollar throughout the year. The events
of September 11th had a tremendous impact on volunteerism. "There are just so many
more agencies asking for money, that were created from this 9/11 tragedy, that we're all
competing for the same dwindling pool," said Janet Guzman, spokesperson for the
Cheshire Home for the Disabled in Florham Park, one local agency that has taken a
financial hit. Gosier, Chris. Daily Record, Morris County N.J. Tuesday, September 10,
2002. To many companies altruism is a vehicle in which the organization can reach out
to the community not only have a positive impact, but also get their name to the public
domain. Without the funds that are normally being directed towards the nonprofit
organizations, programs will be hindered or cease to exist.

“The Morris Area Red Cross also is affected. Its general mail campaign took in
about $140,000 in the last fiscal year, compared to $202,000 for the fiscal year that ended
two months before Sept. 11, 2001, Executive Director MaryAlice Breuninger said. That
campaign usually represents 20 percent of the chapter’s budget, she said. “When you
look at that kind of drop, that’s a significant part of your budget that you don’t have to
work with,” she said. People were extraordinarily generous in the aftermath of Sept. 11th,
but I think for all of us there are limits on what you can give.” Gosier, Chris. Daily
Record, Morris County N.J. Tuesday, September 10, 2002.

As stated previously, the citizens of the United States efforts can be continual
throughout their lifetime. Your schedule, finances, and interests will change throughout
your lifetime, which will always allow for some type of effort towards the impoverished.
Therefore, contributions will vary to accommodate your changing life style.

Cause related marketing is a multifaceted tool that can be instrumental in most
aspects of society. “Hansan, founder of the first ever National Civic Participation Week
Sept. 1-17, has thousands of boosters and volunteers on board including the U.S. Senate.
What we are trying to do is create a bridge from volunteerism to activism to donating to
voting. We spend an enormous amount of time and money to get people to vote. There’s
a better way. Get them involved.” Barrett, Greg. Pushing good will towards areas of
need. Morris County, Daily Record. If the events and organizations are examined, and
cause related marketing strategies throughout the public relations arena will be evident.
It is critical to make the cause related connection in business in the twenty-first century. Cone Roper states, “American consumers at a rate of 71% find cause related marketing events to be a good idea. They have a more positive image of a company that is doing something to make the world a better place at an 84% response to the statement. Cause related marketing events will cause 78% of the people to switch brands.”

http://www.cavill.com.au/CRMUSA.html. Roper’s evaluation explains why the products of Paul Neuman have proved so successful. The consumer is fully aware the 100% of the profits are going towards beneficial causes in our society. Therefore, it is a “win-win” situation; the consumer is obtaining a quality product while at the same time being altruistic.

What attracts people to certain areas of volunteerism varies. People tend to gravitate towards volunteer opportunities of interest. Athletes, corporate America, and celebrities can influence the amount of volunteerism. However, mandatory volunteerism is a controversial topic that has entered the volunteerism arena. Several school districts have set a quota for voluntary hours in the surrounding community as a requirement for graduation. Where there are many benefits to this program, there also is another perspective that must be considered. Are the hours still considered to be voluntary when a superior or institution is mandating them?

An article entitled "Mandated Volunteerism...Isn't that Slavery?” seems to suggest one type of view. (http://www.freeworldtrading.com/~/products/MVL.asp). A voluntary action as slavery is a perspective that most individuals have not considered as part of their thought process. To consider a requirement in an educational setting that is pertinent to the field of study and benefits the community as “slavery” is disappointing.
"Volunteering to support an interest based on its virtues is an act of preserving one's values. It is an act that requires freedom, and may be seen as an act of good will. On the contrary, mandated volunteerism is a contradiction in terms. In such cases, the individual acts, not out of good will or his desire to preserve his values, but in response to a threat initiated by government. The result is slavery masked as freedom." (http://www.freeworldtrading.com/..//products/MVL.asp)

Volunteerism in the educational curriculum is a win-win situation for all. The benefits would include positive public relations for the institution, endless benefits to the community, growth in the expertise level of volunteers, and potential for an increase in return volunteers due to exposure.

Robert Goodwin, head of the Washington-based Points of Light Foundation, said, "community service mandated and otherwise – is increasingly part of the curriculum of the U.S. schools.

The notion of service learning is that young people can develop broader insight about the value of service and there can be a compliment between the laboratory experience of working in the community along with the theoretical exposure in the classroom, he said

Mr. Goodwin said that, in many ways, volunteerism can serve as an antidote to secularism, materialism, and other "toxic influences" that bombard young people today.

We have to have some counteracting influences in society or the breakdown, the social trauma we are experiencing in so many communities will continue.... Understanding that we are bound to one another, that we have far more to share in common than things that separate us, is a value that is learned through service, he said "


The volunteerism process is time consuming, detail oriented but at the same time very rewarding. Every aspect of the program should be evaluated for flaws by the staff, as well as the administration. The students cannot just be placed into the community at will. The lines of communication with pertinent figures that would be experts in the needs of the community should advisors to the school system. Students will be placed in
positions that will provide an optimal learning experience as well as serve the community. Volunteerism has many benefits. The learning process is enhanced when a program is well planned and executed.
Chapter III

THE COMPONENTS OF AN EFFECTIVE COMMUNITY DEVELOPMENT PLAN

Volunteer programs offer a service to the community that renews an appreciation for the many gifts people possess that are taken for granted on a daily basis. The primary focal point of the plan will be on the components that formulate the course of action of a community service endeavor. From the onset to the fruition of the framework of community service programs will be examined to ensure effectiveness.

The purpose of volunteerism is obvious: the support and encouragement being offered to an individual in their time of need lifts self-esteem, brings a fresh perspective, and motivates people to surpass set expectations within the parameters of their medical treatment. Patients will set higher standards for themselves, which will pull them through challenging times.

Matching volunteers with appropriate programs is the first consideration to ensure a successful experience for both the volunteer and the individual receiving service. There are endless opportunities. Volunteers must first evaluate their talents and interests. When they determine an obvious area of strength. They should research the many nonprofit organization opportunities that match their personality and interests. Volunteer opportunities are posted on-line, in want ads, on local newscasts, and in magazines.

In a well-organized community service program growth will naturally occur from the initiation of the program to the point of closure. Participants will gravitate towards areas of personal strength when an opportunity is presented in the process. Hence, these programs provide a reminder to the community that everyone has a role and a gift to offer the community. There is an increase in self-esteem and self-worth. The emotional
benefits of community service are an unexpected outcome when a participant takes the time to reflect on the program as a whole.

Furthermore, the learning experience in a service program for students is unsurpassed when it relates to their studies. "Tell me and I forget, teach me and I remember, involve me and I learn", states Benjamin Franklin. These experiences will benefit the learning process.

A community service program is a win-win situation. Everyone benefits from participating in the program. There are endless learning opportunities for all ages. The transference of warmth, support, and the camaraderie is the most beautiful component of the process to witness. Take the time to stop in the midst of the chaos of a project that you are taking part in to enjoy the positive aspects of human nature.

Renewed enthusiasm in the community as whole will be carried throughout and will serve as a reminder to everyone to take pride in their surroundings, since it is home. When a number of people come forward to assist in a project, it takes so little effort and time to make miraculous strides in the enhancement of a community. Cooperative learning will leave a lasting impression on the youth of the community in addition to a successful service program.

"The beauty of these cooperative learning groups is how they enhance and widen the learning experience:

- Each student is responsible for bringing knowledge to the group
- An understanding of cooperation, collaboration, and group process is learned
- Project management and practical problem-solving skills are learned including the ability to present results
The subjects are integrated (for example, math and science with writing ability) and linked to real world projects so that students learn how to apply knowledge in a practical way.

The students are beginning to use peer evaluations similar to those growing in business.

Creating a whole person by incorporating life management skills as well as knowledge. (How often have we seen intellectuals who fail in life because they can’t relate to others?)

An emphasis on building self-esteem”  
(http://www.teambuildinginc.com/article_teachearly.htm)

Success breeds success in education, athletics, and throughout an individual’s lifetime. The key to a successful experience is to set obtainable goals and to utilize short-term goals as reminders throughout the program to serve as a road map to guide for the volunteers. These short-term goals will be a gentle reminder to serve as a tool to keep the organization on task. These goals will lead the volunteers to long-term goals for the program, which will fulfill the primary objective. The short and long term goals will vary as well as the overall objective for each organization. This process will guarantee a positive outcome in combination with a thorough plan with a clear and concise objective.

“According to the National Assessment of Educational Progress, while students are learning the basic information in core subject areas, they are not learning to apply their knowledge effectively in thinking and reasoning (Applebee, Langer, & Mullis, 1989).”  

Cross-Curricular Activities integrate one objective throughout the whole curriculum. The learning objective will become a component of the core subject areas as well as create an infusion into the special areas such as: art, music, health/physical
education, technology, and library science. The process of integrating one objective throughout curriculum will ensure the primary objective will be met, which is to have the student to have a full understanding of the content area. "Interdisciplinary/cross-curricular teaching provides a meaningful way in which students can use knowledge learned in one context as a knowledge base in other contexts in and out of school (Collins, Brown, & Newman, 1989)."


A variety of teaching styles will be capitalized upon. Therefore, a typical classroom that consists of a melting pot of students who learn from different learning styles will have their learning needs met at one point of the curriculum. Teaching techniques consist of lecture, discussion, guided discovery, audio, visual, hand-on activities, and many more which would be dependent on the teaching staff. Cross-curricular teaching will provide a comfortable environment for students to evaluate their personal strengths and areas of growth. "Interdisciplinary/cross-curricular teaching provides the conditions under which effective learning occurs. Students learn more when they use the language arts skills to explore what they are learning, write about what they are learning, and interact with their classmates, teachers, and members of the community (Thaiss, 1986). http://www.eduplace.com/rdg/res/literacy/interd1.html

Cross-curricular activities prepare students for the work force in the future. The students will learn to work cooperatively in a group setting. Adjustments to a diversity of personalities with various circumstances will assist students in making the transition from the academic environment to the workplace. Topic areas continually changing;
therefore, students will learn to modify and adjust their roles within the group dynamics to achieve their primary objective.

"CROSS-CURRICULAR SKILLS
Intellectual and methodological skills

- To solve problems and make informed decisions by using critical and creative thinking
- To research and process information from a variety of sources
- To plan, carry out and evaluate an individual or group project
- To work alone or with other persons in order to arrive at a definite result, while following rules and instructions
- To be creative and innovative in various areas of activity
  Personal and social skills
- To increase their knowledge of themselves, of others and of their environment in order to develop their personal and social identity and to become aware of the spiritual dimension of life
- To adopt preventive, safe behaviors that promote their growth and enable them to live harmoniously with others
- To use the resources at their disposal to promote their own well-being and that of the group
- To show sensitivity to aesthetics in their dealings with others and their environment
  Communication skills
- To establish relationships with others by using means appropriate to situations and contexts
- To use the language of instruction correctly in everyday situations
- To communicate and express themselves clearly, verbally and in writing
- To understand and interpret various types of documents
- To use different technologies to transmit and receive a message"

http://www.qesn.meq.gouv.qc.ca/webography/henchev/crostran.htm
Team teaching and mentoring programs provide a fulfilling experience for both the educator as well as the student. In the team teaching environment, teachers capitalize on each other's talent. The students will have the benefit from having the opportunity to see topic areas from two different perspectives. Classroom experiences will vary in teaching style: instruction, lecture, directions, and activities. An evaluation process is essential element of the curriculum. The student should have a voice in this program to provide the teaching staff with the pertinent information to improve the learning process for the student.

“How to Evaluate Team Teaching”

You basically have 5 options when you evaluate team taught courses. The selection of what option you choose is dependent upon class size and the purpose of the rating. Those options include:

1. Randomly dividing a class in half and having half of the class rate each instructor. This is effective if you have at least 30 total respondents and the course objectives are the same for each instructor.

2. Have students complete ratings forms for all faculty. Teaching the course (rate different faculty on different days).

3. Rate different faculty in different semesters.

4. Create a separate additional question for each instructor (e.g. Overall, I rate Professor X an excellent teacher).

5. Telling students to rate the overall impact of the course and treat all instructors as if they were one person.”

http://iweb.tntech.edu/ideaevaluations/teamteaching.htm

Team teaching is a tool in the educational field that is complimentary to the aspects surrounding the mission of character education. Educators embrace the opportunity to respect the ideas of their colleagues and collaborate as a team to create a program that would surpass the efforts of any one individual. Educators would lead by example. In comparison to reading the empty words written a school mission statement.
Character education is found in school mission statements as well as mentioned in the expectations of student behavior across the United States. The lesson is lost in curriculum and testing score requirements. Character Education is a lifelong lesson that can leave a lasting impression on a child. Developing the character of the future leaders of our nation should be on the forefront of the curriculum. Character education can be integrated into the curriculum in a variety of ways.

The beauty of the educational field is teachers are overall the most giving people in society. They are not in the field for the impressive income, but their primary purpose is to make a difference in the lives of our future. Teachers are caring and creative. When given the opportunity to find ways to assimilate a program that would encompass character education into the overall curriculum, the possibilities would be endless. The list of ideas would be endless from every aspect of education.

Character education, in combination with volunteer programs, is one of the biggest innovations in the history of the educational field. Relevant work experience will occur in combination with the teaming of nonprofit organizations that will lead to an increase in community service. The youth of our nation have opportunities to explore their personal interests in various fields and benefit their community members, it will be a positive experience for students. A positive experience will lead to future participation with non-profit organization events. Creating a foundation for community involvement will ensure a natural learning process: observation, evaluation, brainstorming, creation of an action plan, and implementation. The students will naturally work to improve existing programs and create new programs to accommodate for the changing needs within the communities.
For example, the Linus Project, which is an independent organization that has a set, mission statement and objectives in place for the enhancement of the lives of cancer patients across the United States. This is a program that started by the efforts of one woman, Karen Loucks, who observed a picture of a young girl going through chemotherapy hugging a blanket on Christmas Eve, and she wanted to make difference. The Linus Project provided the framework for a cross-curricular activity for a New Jersey school. (Appendix A) The primary objectives of the Linus project were given to the staff of all of the subject areas in the fifth and sixth grade program. The program has been utilized from Kindergarten to the twelfth grade, in addition to athletic programs to teach character education. The standards of the New Jersey Core Curriculum have been correlated to teaching objectives within the program. This program provides the framework for various non-profit organizations to team with the New Jersey School System to teach children life long lessons. The New Jersey State Department of Education has set standards for students to ensure students are receiving a quality education.

"At the threshold to the twenty-first century, New Jersey finds itself struggling along with the rest of the nation to educate citizens who will be competitive in the international marketplace of the future. New Jersey also faces a particular constitutional challenge of implementing a state system of "Thorough and Efficient" public schools.

New Jersey wrestles with a paradox regarding the governance of public education. Ours is a state with a 120-year-old constitutional guarantee that regardless of residency, its children will receive a "Thorough and Efficient" education. Throughout this same time period, the State has evolved into approximately 600 independent school districts that exercise considerable "local control." Confronting the State, therefore, is the issue of how to ensure that all children receive a "T&E" education. This challenge is exacerbated by the fact that each district determines its own curriculum.

Core curriculum content standards are an attempt to define the meaning of "Thorough" in the context of the 1875 State constitutional guarantee that students would be educated within a Thorough and Efficient system of free public schools. They describe what all
students should know and be able to do upon completion of a thirteen-year public education. (New Jersey Department of Education)"

The New Jersey State Department of Education should take into consideration of making relevant work experience with various organizations a component of the State Curriculum Standards. The experience could lead to opportunities for students in pursuit of furthering their education, find new interests and strengths, as well as an increase in self worth. A new invigorating experience will renew a students desire for personal growth in education.

Creativity is an asset, which opens the doors to many opportunities in the world of community service. The evaluation of non-profit organizations that are struggling with their fundraising efforts can benefit from a volunteer coming forward to offer a fresh perspective. Volunteers may have suggestions to modify programs that are currently in existence. In addition, volunteers have the ability to renovate programs to bring new ideas to expand the existing boundaries in the organization. Organizations need to be open to change. Outside support from the community is an additional source of strength.

There are endless benefits to cause related events in a community for all parties that participate in the program. Most importantly assistance is provided to the individuals in need. The basic needs for survival food, water, clothing and shelter are the bare minimum as a society all members should have to exist. In the participation of a community service program there will be transference of support, love and companionship, in addition to the basic needs for survival. The elements of survival and the organization provide an opportunity to meet the needs of Maslow’s hierarchy will provide an opportunity for the needy to growth to the point there will not be a need for a
community service program in their lives. The recipients of the kind acts of such programs will, in turn, run and organize programs themselves. An ideal situation presents itself, since it would give these volunteers a significant opportunity. The previous recipients of the community service program can assess and evaluate the needs of the recipients, as well as look for areas of growth in the program to improve the level of care for future generations.

Maslow's Hierarchy of Needs

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<tbody>
<tr>
<td>Food/thirst</td>
<td>Security</td>
<td>Acceptance</td>
<td>Recognition</td>
<td>Fulfillment of potential</td>
</tr>
<tr>
<td>Sleep</td>
<td>Protection</td>
<td>Belonging</td>
<td>Prestige</td>
<td>Challenge</td>
</tr>
<tr>
<td>Health</td>
<td>Comfort</td>
<td>Love/affection</td>
<td>Leadership</td>
<td>Curiosity</td>
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<td>Exercise/rest</td>
<td>Peace</td>
<td>Participation</td>
<td>Achievement</td>
<td>Creativity</td>
</tr>
<tr>
<td>Sex</td>
<td>Order</td>
<td></td>
<td>Competence</td>
<td>Aesthetic appreciation</td>
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</table>

Needs grouped on the first level have the greatest intensity and must be met before you can step up to the next level.

University of Kansas Department of Educational Psychology and Research
Cause related marketing is a tool that is utilized in the corporate sector on a daily basis. Partnering with a reputable nonprofit is a “win-win” situation in a competitive marketplace. Corporate involvement with nonprofit organizations has made a transformation from one end of the continuum to the other. Donations up until the 1990’s were pure from the heart to assist nonprofit organizations to help individuals in need of support in one form or another. However, most donations now have a motivating factor for the tie-in relationship. Both parties are fulfilling an agenda in the relationship. The corporation will profit from press coverage, positive exposure, tax benefits, and exposure at nonprofit events, as well as numerous marketing opportunities. Media coverage will enhance the image of organizations in need of positive press coverage.

The transition of the teaming a nonprofit organization with a company in the corporate sector in the last twenty-three years has been progressive in nature. The motivation for participation in such events has progressed from pure philanthropy to a marketing tactic utilized to give an additional edge to enable them to compete at a higher level in a competitive marketplace. The HeartSmart Model is a tool that exemplifies the areas of focus in cause related marketing in this day in age.
The 'HeartSmart™' Model

TRADITIONAL Philanthropy 1990's

EXISTING Good Corporate Citizenship 1990's

NEW Cause Related Marketing 2002+

"giving for the sake of giving and no other reason"

"acceptance and action around social responsibility"

"blending social and marketing objectives and promoting involving the customer"


There is so much that the younger generation can teach the overall population.
The young people should not be sold short since they can be a powerful component in the community. Their comfort with technology and vision are strong assets that can be utilized in a program. An additional benefit to a cause related campaign is an increase in the camaraderie amongst peers-colleagues.

"There are five critical elements that aid in the process of a meaningful service project, stated by the Delta Upsilon International Fraternity. "The five critical elements are community voice, orientation and training, meaningful action, reflection, and evaluation. The needs of the community are included in the project making the project meaningful to the participants. Throughout the process reflect to solidify the experience, while evaluating the activity to measure the effectiveness of the experience." Phillip A. Schott, (On-Line). Http://www.deltau.org/service/bge/volunteer.html (2001-2002)
In the creation of a community service project, an analysis of the critical elements of the program will make the project meaningful to the community as well as allow for growth. Researching effective programs in the area would be helpful to gauge the needs and desires of the community. Canada has been a front-runner in the world of volunteerism and research. The statistics according to the National Survey of Giving stated, “almost one in three Canadians age 15 and over volunteered for a charitable cause between 1996-1997.” Creating positive volunteer experiences entices individuals to become lifetime participants in the world of volunteerism.

The opportunities that are available vary in responsibility as well as interest. The beauty of the volunteer program is that everyone can be effective in the program. Most importantly, the vast array of positions available give everyone a selection to choose from; therefore, a volunteer will feel comfortable and confident make an impression on the program. “This is work is honorable. This is what our lord did,” said the Rev. John D. Reynolds, pastor of the Good Shepherd Lutheran Church in Randolph. “He and his father were carpenters, and that’s a good enough example for me.” (Manochio, Matt Daily Record, Morris County, NJ Wednesday, September 11, 2002.)

The Office of Volunteerism of the Governor’s Office in collaboration with PSE &G produced a video where Rolland Smith, a news anchor for WWOR, interviewed volunteers who go above and beyond the rest to create a positive environment for everyone. The focus is upon seeing something wrong and being proactive to step forward and do something about it. “I feel so damn good about myself there is no feeling
like it. When you are doing it on a volunteer basis and not waiting for anything in return, states Frank Urban.”

Betty Flood, who runs a safe place for 250 children after school, on a volunteer basis states, after working a full day, “it is up to us if each individual community to try to help each other. Don’t expect someone from the outside that does not live in your community to come in and think that they can find out what a person needs. You live there every day for 365 days a year, so you know who needs and who doesn’t. So get out and just do something for somebody. If everybody grabs a hand and helps their neighbor it will help your community.”

As Betty Flood stated previously, community members know their community the best, therefore, know the strengths and weaknesses in the area. Community members are experts in their own right. Two critical pieces in the community projects are the assessment of needs and the motivation to get out there to make a difference. Rolland Smith states, “It doesn’t matter what you do or how much time you spend doing it as long as you care enough to volunteer.” Community members that reach out to make a difference will see their community grow in a variety ways.
Chapter IV

A SURVEY EVALUATING THE PUBLIC PERCEPTION OF CAUSED RELATED MARKETING EVENTS

Description of Survey

The survey (see Appendix A) utilizes ten statements that measure the opinions of a suburban community in NorthWest New Jersey. The community is an upper-middle class community that consists of a population of 25,000 in an area of twenty-two square miles.

An evaluation of the survey utilized the Likert Scale, which rates the information on a five-point scale. The scale is based on a range from five to one. Each number is held to the following standards in reference to the statement: five the individual strongly agrees, four the individual agrees, three the individual is neutral, two the individual disagrees, and finally one the individual strongly disagrees to the information in the survey.

Four different age groups participated in the study. Each age group was evaluated independently of the other. At the same time, a final evaluation was performed combining the results of the four samples.

The ten statements were designed to survey a community’s perception of caused related marketing events at several different levels. These statements targeted several key areas of interest: the effectiveness of community development programs in government, education, and professional athletics. The overall goal was to obtain the opinions of several different age groups to determine the essential components that make an effective community service program. Also, the survey determined if marketing or the media plays a role in the perception of the public’s view.
Sample

One hundred surveys were distributed to four different age groups in the area. A fourth grade class at the elementary school completed the first twenty-five surveys. The children in this class were 9 and 10 years old. Then twenty-five were distributed to a group of female field hockey players that have participated in several community service programs. The girls ranged in age from 14 years old to 17 years old. The staff took part in the survey at the high school had an average age of 38 years old. The participants on staff had 14 out of the 25 participants respond to the question in that requested their age. The final group was our senior citizens of the suburban community who ranged in age from 55 and over.

Each individual is a pertinent part of a beautiful community Roxbury. These community members of all ages are impact their surroundings on some level as well as allow the environment to have an effect on them. Therefore, by living in an area that is encompassed by a Group IV school system, the government and by being continually exposed to professional athletics and corporate affairs by the media they are experts in the field of community development plans. In addition, many of the participants have been an integral part of several projects that have shown the benefits of their hard work and dedication to many needy families throughout the tri-state area.

Experience has shown that people are innately kind and generous with some guidance, enthusiasm, and support their possibilities are endless. Many projects take place on a daily basis that you will never hear about on the news or read about in the newspapers. The sample that took place in this survey shows the specific areas that people feel have been effective in carrying out a program that will benefit the lives of others.
Purpose of the Survey

The survey was created to assess the need for the implementation of character education through community development plans. Should character education and community service programs be infused in government, education, professional athletics and the corporate arena? Should there be a mandate to participate at some level in volunteer programs? Character education - Should it be a major component of the educational state standards that could be the bond that tie cross-curricular activities together? In addition, who are the gatekeepers to the media?

Analyzing the Results of the Survey

One hundred surveys were distributed and collected the responses within one month. The respondents completed the ten questions included in the survey in addition completing the open input component of the survey. The open input portion of the survey requested a response to the following, “Please offer your comments on the media’s coverage of athletes and large corporations, and some suggestions on programs that you think would be useful in your community.”

After the completion of the surveys, the results were gathered and then measure evaluated by the standards of the five-point scale. The percentages of each response to the ten statements are shown in a break down of each age group, as well as the complete pooling of the 100 community members.

Each question is first evaluated as a group of 100 community members. The statistics are then broken down into each age group. To evaluate each group shows discrepancies from generation to generation in reference to perception of cause related marketing events.
Statement 1: Lately, it seems that there are more media stories about negative behavior regarding professional athletes than ever before.

The overall response of the 100 participants is as follows: to statement one twenty percent of the participants responded strongly agreed that the "media covers more negative behavior regarding professional athletes." Forty percent of the participants agree, 23 percent are neutral, 7 percent disagree, and 5 percent feel the media sensationalize the negative behavior of professional athletes.
Statement 2: The popular media does a good job providing coverage of professional athletes who appear to volunteer and serve in their communities.

The community members, were divided on the quality of the media coverage of athletes. The results were nineteen percent strongly agreed, thirty two percent agreed, fifteen percent were neutral, twenty four percent disagreed, and nine percent disagreed the media was covering cause related events in the communities, especially in regards to professional athletes.
Statement 3: Most kids respond positively to sound messages (e.g., "avoid drugs", "stay in school") from professional athletes.

The respondents surveyed believe that children do respond in a positive manner to professional athletes reaching out to them to send a positive message. The survey results are as follows: 26 percent strongly agree, 31 percent agree, 21 percent are neutral, 17 percent disagree, and 4 percent strongly disagree that children are influenced by the efforts of a professional athlete when sending a positive message.
Statement 4: Local government should use community outreach programs featuring professional athletes if the programs have been proven as effective in other places.

The participants felt that association with professional athletics would have a positive impact on the governmental programs. The response is as follows: twenty six percent strongly agreed, forty nine percent agree, twenty one percent are neutral, two percent disagree, and 1 percent strongly disagree that the collaboration between professional athletics and government agencies would be an effective collaboration.
Statement 5: The presence of professional athletes closely identified and affiliated with a solid non-profit organization/program should be an attraction for corporate sponsorship.

The responses are as follows: twenty two percent strongly agree, forty eight percent agree, eighteen percent are neutral, seven percent disagree, and five percent strongly disagree with the teaming of professional athletes with a solid background in nonprofit work with corporate sponsors.
Statement 6: It seems that both the world of sports and large corporations can help community involvement and volunteerism, especially since 9/11.

There was an overwhelming response that the majority of the respondents felt it would be a benefit to the country to have corporate organizations conmerge with the professional sports industry to increase volunteerism in the United States of America. Forty Four percent strongly agree, forty two percent agree, ten percent are neutral, three percent disagree, and 1 percent strongly disagrees with the influence sports organizations and corporate world can have a positive influence on people across the nation.
Statement 7: Character development programs in schools can be enhanced with the involvement and with the support of credible outside organizations.

There is a strong agreement that character education should be integrated into the schools to enhance the lives of the beneficiary as well as the volunteer. Twenty five percent strongly agree, forty six percent agree, nineteen percent are neutral, five percent disagree, and five percent strongly disagree with character education in the school systems of America.
Statement 8: The Federal Government probably has a lot of programs and agencies that assist local communities in building sound action programs.

More than half of the people surveyed appear not to have an opinion on the matter or could it be the lack of knowledge or exposure to the specific government programs being offered to people in need at this time. Three percent strongly agree, twenty percent agree, fifty-three are neutral, nineteen percent disagree, and five percent strongly disagree with the Federal Government producing aid programs to provide assistance to those in need.
Statement 9: Given their reputation at present, large corporations can be doing a lot more now to help local communities in a variety of good ways.

Thirty-five percent strongly agree, forty-one percent agree, twelve percent are neutral, five percent disagree, and six percent strongly disagree with the need for more to assist in the augmentation of their surrounding communities.
Statement 10: Likewise, major sports entities such as the WWF, the NBA, the NFL, and the World Tennis Association should do more "good" works.

The people surveyed felt there is a strong need for the sports organizations to do a lot more than they are currently participating in to support needy individuals. Forty-eight percent strongly agree, thirty-two percent agree, sixteen percent are neutral, two percent disagree, and one percent strongly disagrees with major sports entities doing more in to give back to the people in need of assistance.
Conclusion

The people who participated in the survey were enthusiastic about giving their input towards the research for this study, which was expressed by a large number of participants putting additional comments on the survey. The majority of the comments were in reference to their dissatisfaction with media coverage. In general, the participants felt negative actions by professional athletes or people in the spotlight are glorified when positive behaviors such as participating in a community service event are not covered in the broadcasts.

The results reflect a need for an increase in participation at the corporate, educational, government, and in the professional sports organizations. When evaluating the results of the survey it can be concluded that there are many successful caused related events that are just not receiving adequate media coverage. As shown in the research, people of all ages want to see the positive events as well as the negative. An athlete’s, politician’s, or corporate executive’s participating in a walkathon or giving motivational speech is newsworthy to the public.
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“CROSS-CURRICULAR SKILLS intellectual and methodological
skillshttp://www.qesn.meq.gouv.qc.ca/webography/hencheny/crostran.htm

How to Evaluate Team Teachinghttp://iweb.tntech.edu/ideaevaluations/teamteaching.htm
By Tom Lickona, Eric Schaps, and Catherine Lewis Character Education Quality Standards Center for the Advancement of Ethics and Character (CAEC) at Boston University
Appendix A-Survey
Part I: Survey Questions

Please rate these statements based on your reaction and opinions:

SA-Strongly Agree
A-Agree
N-Neutral
D-Disagree
SD-Strongly Disagree

1.) Lately, it seems that there are more media stories about negative behavior regarding professional athletes than ever before.
SA A N D SD

2.) The popular media does a good job providing coverage of professional athletes who appear to volunteer and serve in their communities.
SA A N D SD

3.) Most kids respond positively to sound messages (e.g., “avoid drugs”, “stay in school”) from professional athletes.
SA A N D SD

4.) Local government should use community outreach programs featuring pro athletes if the programs have been proven as effective in other places.
SA A N D SD

5.) The presence of pro athletes closely identified and affiliated with a solid non-profit organization/program should be an attraction for corporate sponsorship.
SA A N D SD

6.) It seems that both the world of sports and large corporations can help community involvement and volunteerism, especially since 9/11.
SA A N D SD

7.) Character development programs in schools can be enhanced with the involvement and support of credible outside organizations.
SA A N D SD

8.) The Federal Government probably has a lot of programs and agencies that assist local communities in building sound action programs.
SA A N D SD

9.) Given their reputation at present, large corporations can be doing a lot more now to help local communities in a variety ways.
SA A N D SD

10.) Likewise, major sports entities such as the WWF, the NBA, the NFL, and World Tennis Association should do more “good works.”
SA A N D SD
Appendix B-Points of Light Foundation-Ten Year Review
Ten Year Review of Accomplishments
1991-2001
The Points of Light Foundation, founded in 1990, is a national nonprofit 501(c)(3) organization that engages more people more effectively in volunteer service to help solve serious social problems. Today, after more than a decade of steady growth and funding from corporations, foundations, the government, and private citizens, the Foundation has achieved international prominence as the leading advocate for and authority on volunteering. In partnership with the Volunteer Center National Network, the Points of Light Foundation works with over 90 Connect America partners, as well as thousands of business partners and nonprofit organizations around the world, bringing people and resources together to make a significant and positive difference in the lives of others.
The Points of Light Foundation
Ten Year Review of Accomplishments

The mission of the Points of Light Foundation is to engage more people more effectively in volunteer service to help solve serious social problems.

In May of 2001, the Points of Light Foundation completed ten years of activities focused on achieving its mission: to engage more people more effectively in volunteer service to help solve serious social problems. This report represents an overview of accomplishments and a set of benchmarks against which to measure future progress.

An independent, non-partisan, nonprofit organization, the Foundation was created in 1990 to implement a three-part strategy, developed by President George Bush in 1989, to make community service a national policy of the highest priority:

1. To call every American and American family, corporation, school, place of worship, union, club or association to claim society's problems as their own and engage in activities that help solve them;

2. To recognize, enlarge and multiply what is working – successful and promising community service projects and initiatives; to bring news of their success to other communities in order to multiply them throughout the nation; and,

3. To discover, encourage and develop leaders – individuals who can lead others to become "Points of Light," and convince all Americans that a life that includes serving others is meaningful and successful.

Since its inception, the Foundation has assumed a national leadership role in the nonprofit sector. Today, in partnership with the Volunteer Center National Network, the Foundation works with thousands of business partners, nonprofit organizations and government groups around the world. Its peer organizations include America's Promise, the Corporation for National and Community Service, the Council on Foundations, Independent Sector, and United Way of America. Each of these national leaders pursues a specific focus, serves a particular membership and group of stakeholders, and fills a unique role in the sector.
National Leaders of the Nonprofit Sector

United Way of America

Focus: Local United Ways

Members/Stakeholders: Member United Ways and the communities they serve.

Role: To serve as the national service and training center supporting member United Ways by helping them pursue dual strategies of adding value to the community and conducting cost-effective, donor-oriented fund raising.

America's Promise – The Alliance for Youth

Focus: Children and Youth

Members/Stakeholders: Corporations, nonprofits, higher-education and faith-based groups, associations and federal agencies, and arts and culture organizations.

Role: To urge public, private and nonprofit organizations to unite their talents and resources to improve the lives of our nation's youth.

Corporation for National and Community Service

Focus: National and Community Service

Members/Stakeholders: Organizational and individual participants in the full range of national service activities.

Role: To lead and oversee federally funded national service initiatives such as AmeriCorps, Learn and Serve America, and the National Senior Service Corps.

The Points of Light Foundation

Focus: Volunteer Service

Members/Stakeholders: Community-based nonprofits such as Volunteer Centers, socially responsible businesses and foundations, government volunteer programs, interested individuals and the general public.

Role: To facilitate local infrastructure development, raise public awareness, and build knowledge, partnerships, and model programs for volunteers and volunteer organizations.

Independent Sector

Focus: Nonprofit Sector

Members/Stakeholders: Charitable, educational, religious, health and social welfare organizations as well as other nonprofits, corporations and foundations.

Role: To strengthen nonprofit public policy, improve accountability and disclosure, build a body of sector research, and educate about the important role of the sector.

Council on Foundations

Focus: Philanthropy

Members/Stakeholders: Grantmaking foundations and corporations, and related philanthropic organizations.

Role: To provide technical assistance, research, meetings, legal assistance, and other services to foundations and corporate funders.

Foundation National Network Affiliations

The Foundation also actively pursues opportunities to partner or create joint initiatives with national systems of volunteer support.
In its day-to-day operations, the Points of Light Foundation is mission-driven. Its work is organized within three strategic categories that focus the outcomes of programs and activities toward fulfillment of the mission:

*To engage more people more effectively in volunteer service to help solve serious social problems.*

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<thead>
<tr>
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<th>Infrastructure Development &amp; Delivery Systems</th>
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<td>Raising public awareness and support for the urgent need to solve social problems</td>
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<td>Providing leadership and local delivery systems to mobilize volunteers</td>
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*New Program in 2002

**Office of the President**

**Board of Directors**
Sector Leadership

Two major accomplishments, the 1997 Presidents' Summit for America’s Future and the formation of the Volunteer Center National Network, have helped the Foundation provide leadership to the nonprofit sector by connecting organizations, mobilizing leaders and engaging volunteers to address social problems.

The Presidents' Summit for America's Future

The Presidents' Summit for America's Future, co-sponsored by the Points of Light Foundation and the Corporation for National and Community Service, has resulted in local, regional, and national cross-sector commitments to fulfill The Five Promises for Children and Youth. Held April 27-29, 1997, the Summit helped launch America's Promise, a nonprofit organization dedicated to mobilizing Americans from all sectors to honor these promises.

Volunteer Center National Network

In 1991, the Foundation merged with the National VOLUNTEER Center, an organization with over 20 years of volunteer experience and a membership (in 1991) of nearly 400 Volunteer Centers. At the urging of former Michigan Governor George Romney in 1993, the Centers and the Points of Light Foundation initiated a transformational process to create a unified system dedicated to solving social problems. Through a participative process, Volunteer Centers adopted a shared vision in which they would shift their focus from working as independent units that recruit and refer volunteers to working in cooperation to develop volunteer-based solutions to community problems. The process achieved three goals that have helped Volunteer Centers play a central role in solving community problems.

Goals of the Shared Vision

1. To position Volunteer Centers as leaders in designing volunteer solutions to community problems.
2. To identify and deliver key areas of assistance that would strengthen the effectiveness of Volunteer Centers.
3. To implement a Volunteer Center start-up program that would give emerging Centers an empowering vision and access to the resources they would need to achieve that vision.

The adoption of the shared vision by Volunteer Centers created what is now the Volunteer Center National Network — a strong alliance of Centers with the ability to mobilize thousands of volunteers to address social problems. Following the Presidents’ Summit, the Volunteer Center National Network assisted in fulfilling the Five Promises by developing over 400 collaborations on new or expanded youth initiatives, and connecting over 1,000,000 young people with caring adults and/or the opportunity to serve.

Average Cash Budgets

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<td>1996</td>
<td>30%</td>
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<tr>
<td>1997</td>
<td>50%</td>
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<tr>
<td>1998</td>
<td>70%</td>
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</tbody>
</table>

The Five Promises for Children and Youth

1. Ongoing relationships with caring adults — parents, mentors, tutors or coaches;
2. Safe places with structured activities during non-school hours;
3. Healthy start and future;
4. Marketable skills through effective education; and
5. Opportunities to give back through community service.
Advocacy & Public Awareness

Raising public awareness and support for the urgent need to solve social problems...

Communications

Foundation-sponsored national media campaigns have played an integral role in educating the public about volunteer opportunities. The 1991 National Celebration of Service, a 12-day event hosted in 18 cities, elicited media coverage reaching an estimated 55 million Americans. Working through the Advertising Council, the Foundation has solicited over $200 million in donated print space and radio and TV air time from advertising agencies such as Saatchi & Saatchi and Anderson & Lembke. Today, an estimated 35,000 people a month call 1-800-VOLUNTEER or visit the Foundation's website, www.1800volunteer.org, to be connected with volunteer opportunities through their local Volunteer Centers.

Awards for Foundation-Sponsored Media Campaigns

<table>
<thead>
<tr>
<th>Year</th>
<th>Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>Crain Award</td>
</tr>
<tr>
<td>1992</td>
<td>Golden Cine</td>
</tr>
<tr>
<td>2000</td>
<td>Silver Anvil</td>
</tr>
</tbody>
</table>

Seasons of Service

The Foundation's involvement in episodic service began in 1992. Since that time, a number of national partners, including the Volunteer Center National Network, have joined in promoting and developing annual episodic service activities. These events constitute the Seasons of Service, which currently mobilize over 20 million people annually to volunteer in local communities. Episodic service has been shown to be a first step in involving more people in a lifetime of service.

Finance and Accounting

Since its inception, the Foundation has managed over $90 million in Federal funds, including a fiscal year 2001 budget of 8.8 million Federal and 8.0 million private dollars. In addition to having met the test of Arthur Andersen through a “clean” option on a general audit and an A133 audit, the Foundation’s accounting system has been showcased at the annual American Society of Association Executives as a best practice model for nonprofit organizations.
Points of Light Foundation Ten Year Review

Advocacy & Public Awareness

Public Affairs

Since 1989, when former President George Bush called for renewed attention to national policy on community service, the Points of Light Foundation has been working closely with the federal government to increase the number of citizens helping to solve America's social problems. Over its history, the Foundation has leveraged two dollars from the private sector for every one dollar contributed by the federal government. Increasingly, the Foundation is working with state and local governments to expand the capacity of local communities to effectively utilize volunteers. The Foundation has also provided stewardship responsibility by reporting to various members of Congress on its work.

Recognition

The Daily Points of Light Awards

As part of former President Bush's original "Points of Light" movement, between 1989 and 1993, 1,020 "Daily Points of Light" were named. Citizens, groups, and organizations that found innovative ways to meet community needs received this award. In 1998, the Points of Light Foundation and the Corporation for National and Community Service, with financial support from the Knights of Columbus and the endorsement of former President Bush and President Clinton, reinstated the program. Now with the additional support of President George W. Bush, every weekday, one volunteer or volunteer effort in the country is recognized. Since 1998, the Foundation has given 955 awards.

Awards for Excellence in Corporate Community Service

Since 1993, the Foundation has also recognized five to seven businesses annually with the Awards for Excellence in Corporate Community Service. These companies acknowledge that employee volunteering contributes to business goals, promote an employee volunteer program as a core business function, and aim this service at the community's serious social problems. Recipients are recognized in business forums and publications with the expectation that the awards' message - that employee volunteer programs create healthier communities and benefit companies - will encourage others to emulate the awardees' programs. Forty-eight outstanding corporate citizens have been recognized.

The President's Community Volunteer Awards

The Foundation has managed the President's Community Volunteer Awards (formerly the President's Service Awards) for the White House since 1992. Today, the Foundation co-sponsors the Awards with the Corporation for National and Community Service. From 3,500 nominations, approximately 20 winners are selected each year to receive their awards from the President at a White House ceremony.

The most prestigious recognition for volunteer service, the awards reflect a national commitment to
volunteering, as well as the way volunteering can and should supplement the government’s responsibility for its people with unique, face-to-face efforts. The 177 diverse recipients of the award, since 1992, represent the actions and concerns of the 109 million American volunteers, including businesses and labor unions, whose efforts are helping to solve the nation’s social problems.

Resource Development

The Points of Light Foundation has been successful in leveraging resources from the public and private sectors. Since 1991, it has increased its annual private sector revenue from $1 million to $11 million, a testament to the growing need of communities for the work of the Foundation. The Foundation has also established on-going relationships with over twenty-five donors who have supported the organization for 5 or more years.

Number of Donors Contributing for Five or More Years

Strategic Alliances

Strategic Alliances represent programmatic activities that sustain volunteer activities while marketing social causes. One example is the Sears Good Life Alliance, a strategic collaboration with America’s Promise to build awareness of volunteering among Sears associates and the general public. Through this initiative, over 1,000 Sears stores have been matched with Volunteer Centers across the country to help Sears meet the goals of its employee volunteer program.

Re-Granting

The National Communities Fund, managed by the Points of Light Foundation since 1999, consists of a group of restricted, unrestricted, and donor-advised funds, given either for endowment or program purposes that support volunteer-based charitable activities. The Fund administers and provides technical assistance to all re-granting activities of the Foundation, redistributing gifts to local communities. It was developed to leverage financial resources on a national scale for local programs that use volunteer service to help solve social problems. The first gifts to the fund — nine gifts totaling $1,900,000 — were received in fiscal year 2001, beginning with a lead gift from the Fluor Corporation.
Model Programs & Knowledge Development

Building knowledge, partnerships, and model programs for volunteers and volunteer organizations to succeed...

Faith-Based Initiatives

The Foundation has a long history of collaborating and partnering with various faith-based organizations. One example is the Knights of Columbus, which has been the sponsoring partner for the Daily Points of Light awards since 1998. Today, eight national organizations with faith affiliations are active partners in the Foundation's Connect America initiative, representing over five million potential volunteers.

National Connect America Partners with Faith Affiliations

- Association of Jewish Family & Children's Agencies
- FaithWorks
- International Association of Jewish Vocational Services
- Jewish Women International
- National Council of Catholic Women
- National Interfaith Community Ministry Network
- The Salvation Army
- YMCA of the USA

Membership

Throughout its history, the Foundation has provided corporations, nonprofits, government organizations, and Volunteer Centers with access to skills-building resources such as seminars and technical support; discounts on conferences and publications; and opportunities to share ideas and network with other member organizations through its membership programs.

Annual Membership in the Points of Light Foundation
Model Programs

Model Programs demonstrate the practices and expertise that create successful, replicable volunteer and community service initiatives. These programs function as learning laboratories in which diverse ideas and practices are explored, with the expectation that the innovations developed there can be replicated by other organizations.

Low-income Volunteering

In 2001, the Points of Light Foundation, in partnership with the Annie E. Casey Foundation, completed the fourth year of a five-year study on the role of volunteering in low-income or "tough" communities. The study produced *A Matter of Survival: Volunteering By, In and With Low-Income Communities*, which identifies vital success factors for volunteering or "neighboring" in these communities.

Additionally, with the assistance of the Fannie Mae Foundation, the Points of Light Foundation is creating a model program in the Anacostia neighborhood of Washington, D.C. to help strengthen families and mobilize resident volunteers.

National Conference Attendance by Year

Nonprofit & Government Partnerships

The Points of Light Foundation has a long tradition of building strong and lasting partnerships with members of the corporate, government, and nonprofit sectors.

Connect America

The Connect America partnership was created in 1996 in conjunction with activities surrounding the President's Summit for America's Future. With support from Shell Oil Company, Connect America has grown to include over 90 of America's leading national nonprofit agencies, organizations and corporations. These partners collaborate to leverage knowledge, leadership, resources and volunteers to address America's most pressing social problems nationally and at the community level through local affiliates. In 2000, Connect America elected a National Council, and its Chair took a seat on the Board of Directors of the Points of Light Foundation.

Vital Success Factors for Volunteering in Low-Income Communities

1. Empower residents to identify their own problems and implement long-term local solutions.
2. Understand the informal, unaffiliated nature of low-income volunteering.
3. Ensure communities’ internal readiness to partner with outside organizations.
4. Overcome barriers such as language, lack of resources and transportation, and negative perception of outside organizations.
5. Help residents find ways to use and develop existing skills and talents.
6. Ensure that neighboring is an exchange of services and rewards.
7. Use language that resonates with the community.

National Conference

The Points of Light Foundation assumed management responsibility for the National Volunteer Conference in 1991 through its merger with the National Volunteer Center. The Corporation for National Service joined as co-sponsor in 1998. Renamed the National Conference on Community Volunteering and National Service, it is the only national meeting serving the diverse volunteer community. The nation's premier conference on volunteering has grown steadily under the Foundation's management, with a record attendance of 4,641 participants in 2000 on the occasion of the third anniversary of the Presidents' Summit.

Shell

Number of Connect America Partners by Year
Government

The Points of Light Foundation hosts an on-line forum for over 200 employees from all levels of government to discuss volunteer issues as they pertain to the government sector. The Foundation also convenes the Government Advisory Council and the Federal Volunteer Administrators Network, uniting and promoting volunteering in 20 different federal departments.

In 1999, the Foundation partnered with the White House Office of National Service to develop a coordinated employee volunteer program for the largest employer in the United States - the federal government - with over 2.7 million civilian employees. This program was based on model programs and materials the Foundation created for the corporate sector.

Today, the Foundation assists over 1,100 governmental, national and community-based nonprofit agencies in addressing social problems by providing them with benefits such as assistance in developing volunteer programs and networking opportunities.

Training & Consulting

Effective programs depend on people with the resources and skills needed to meet the challenges of the ever-changing volunteer environment. The Foundation, in partnership with the Volunteer Center National Network, provides training and consulting services to deliver information and tools to businesses, youth, nonprofits, the government and Volunteer Centers. The Foundation offers workshops across the country, and produces a number of publications, including Volunteer Leadership magazine, that reach an estimated readership of over 11,000 people each year.

Changing the Paradigm

The Changing the Paradigm Project was initiated in 1991 to learn about barriers to effective involvement of volunteers. Findings, including four action principles of organizations that are highly effective in engaging volunteers, were published in 1995. Since that time, hundreds of individuals have been trained through this research to assess and enhance the effectiveness of volunteer involvement in organizations.

<table>
<thead>
<tr>
<th>Sample Trainings Provided by the Points of Light Foundation and the Volunteer Center National Network</th>
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<tbody>
<tr>
<td>Youth:</td>
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<tr>
<td>• Youth Leadership</td>
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<tr>
<td>• Youth as Decision Makers</td>
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<tr>
<td>• Communities as Places of Learning</td>
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<tr>
<td>Corporate:</td>
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<tr>
<td>• Developing a Corporate Volunteer Program</td>
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<tr>
<td>• Managing for Strategic Value</td>
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<tr>
<td>• Nonprofit Partnerships</td>
</tr>
<tr>
<td>Volunteer Centers:</td>
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<tr>
<td>• Essentials of Working with Business</td>
</tr>
<tr>
<td>• Service Learning: Train the Trainer</td>
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<tr>
<td>• Volunteer Center Start-Up</td>
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<tr>
<td>Community:</td>
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<tr>
<td>• Episodic Volunteering</td>
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<tr>
<td>• Family Volunteering</td>
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<tr>
<td>• Senior Volunteering</td>
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Changing the Paradigm Action Principles

1. Lay the foundation through a mission and vision that target problems and communicate core values.

2. Combine inspiring leadership with effective management, focusing leaders at all levels on barriers to volunteer involvement.

3. Build understanding and collaboration between paid staff and volunteers as partners in a team effort.

4. Learn, grow, and change, always expanding the volunteer base to include all segments of the community.
Infrastructure Development & Delivery Systems

Providing leadership and local delivery systems to mobilize volunteers...

Corporate Volunteer Development

The 1991 merger with the National Volunteer Center brought the Foundation an affiliation with 56 Corporate Volunteer Councils, their 1,200 members, and the National Council on Workplace Volunteerism. Today, the Foundation works with a membership of over 200 socially responsible businesses and corporations and a national infrastructure of over 100 Corporate Volunteer Councils. This partnership promotes and supports employee and retiree volunteer programs, and has made important contributions to the body of knowledge regarding corporate volunteering.

Family Volunteering

In 1992, the Points of Light Foundation was awarded a gift from the W.K. Kellogg Foundation to study the scope and specific characteristics of family volunteering throughout the United States. The study resulted in the creation of the Family Masters program, with the mission of strengthening families and meeting critical social needs through family volunteering. Family Masters began with six sites and has since grown to offer technical assistance, information, and training to all member Volunteer Centers, as well as other nonprofit organizations, educational institutions, faith communities, and corporations. It has partnered with 27 national nonprofit organizations and corporations, actively engaging families through these organizations.

Percent of Volunteer Centers that Manage Family Volunteering Initiatives

<table>
<thead>
<tr>
<th>Year</th>
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<th>1997</th>
<th>1999</th>
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<td>40%</td>
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<tr>
<td>50%</td>
<td></td>
<td>24.5%</td>
<td>44%</td>
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</table>

Foundation Publications on Corporate Volunteering

1992
- Corporate Volunteer Programs: Benefits to Business (in Partnership with the Conference Board)
- Principles of Excellence in Community Service: A Message to America's Business Leaders and a Plan to A.C.T.

1993
- Developing a Corporate Program, Guidelines for Success
- Developing and Strengthening Corporate Volunteer Councils

1994
- Corporations in the Community — An Evaluation of the General Mills Employee/Retiree Volunteer Program (with Abc Associates, Inc.)

1996
- Best Practices in Workplace Employee Volunteer Programs
- Bound to Succeed: How Corporate Giving, Volunteers and Community Leadership Can Bring About Student Success: The GE College Bound Story

1999
- Building Value: The Corporate Volunteer Program as a Strategic Resource for Business

2000
- The Corporate Volunteer Program as a Strategic Resource: The Link Grows Stronger

2001
- The CVC Connection: Resource Directory for Corporate Volunteer Councils
International Volunteering

Since its inception, and because of its reputation as "America's address for volunteering," the Foundation has provided training, information, and technical assistance to countries interested in developing volunteer solutions to social problems.

Nations Assisted in Developing Volunteer Solutions to Social Problems

- **Czech Republic** — gathered and trained in the Czech Republic non-governmental organization leaders from 22 countries to strategize on building a civil society via comprehensive volunteer systems.
- **Bolivia** — assisted in development of The Bolivian Center for Philanthropy.
- **Chile** — with support from the Fulbright Commission, published a study of best practices in corporate community involvement.
- **Brazil** — served as strategic planning consultant to First Lady Ruth Cardozo's organization, building 40 state and local Volunteer Centers.
- **Russia** — helped develop local Volunteer Centers and train volunteer leaders.
- **South Korea** — completed the study, Managing Corporate Volunteering and Philanthropy During Organizational Change for Samsung's Global Assistance Program.
- **Japan** — hosted 100 college interns, placing them in local volunteer positions.
- **Taiwan** — helped develop and support a comprehensive plan to promote volunteering.

The United Nations General Assembly proclaimed 2001 the International Year of Volunteers. In partnership with the Association of Junior Leagues International, the Points of Light Foundation has led the United States Steering Committee and activities for this 12-month initiative. Over 1,000 national and international partners have worked to increase awareness, recognition and promotion of volunteering, with financial support provided by KPMG and The UPS Foundation.

National & Community Service

The Partnership for National Service, a nonprofit organization formed in 1994 to develop private support for national and community service, merged with the Points of Light Foundation in 1997. Its primary focus is the Service as a Strategy Initiative, a program funded by the Ford Foundation to award a total of $5 million to local community foundations working to promote and strengthen their AmeriCorps programs. Since 1997, the Partnership has awarded $2 million and leveraged $7 million in local matching funds through this initiative.

In 1997, the Connecting Through Service Initiative, funded by the W.K. Kellogg Foundation, invited local and regional foundations to join in supporting community programs that would use service and volunteering in follow-up activities generated by the Presidents’ Summit. A total of $500,000 was awarded through 31 small gifts that were matched with $2.7 million in local funds. After only one year of funded activities, 75% of the recipients had secured the funds to continue their activities through the year 2000.
Volunteer Center Development

The Foundation has identified the Volunteer Center National Network, currently the largest national infrastructure dedicated to volunteering and volunteer efforts, as its premier partner. Volunteer Center Development works to strengthen the local infrastructure of Volunteer Centers as a key resource for volunteer efforts in local communities. Today, over 450 Volunteer Centers nationwide promote volunteering, connect people with opportunities to serve, build the capacity for effective volunteering, and participate in strategic initiatives that mobilize volunteers to meet local needs. Over two-thirds of the American population currently lives in an area served by a Volunteer Center.

National Service Programs

In partnership with the Corporation for National and Community Service, the Points of Light Foundation and Volunteer Center National Network have managed three national service programs since 1998: The Retired and Senior Volunteer Program (RSVP), AmeriCorps*VISTA Literacy Connection, and AmeriCorps Promise Fellows, work jointly to strengthen the capacity of Volunteer Centers to help children, young people, and seniors in local communities.

RSVP and AmeriCorps*VISTA Literacy Connection members have assisted Centers in meeting the America Reads Challenge, a national campaign to help children learn to read by the third grade. Over 12,000 active community volunteers, contributing over 140,000 hours of service, have helped children improve their reading skills through Volunteer Center activities.

Youth Outreach

Youth Outreach hosts a variety of programs to empower youth volunteers. Its longest running program, Youth Engaged in Service (YES) Ambassadors, has placed a total of 73 young people in 27 states since 1991. To date, YES Ambassadors have provided program development, technical assistance, and training in youth service, service-learning and youth leadership to 500,000 young people and adults. Today, 97% of former YES Ambassadors are still working in the service field.

Another program, the Prudential Youth Leadership Institute (PYLI), has been training high school-aged youth since 1996 to make meaningful, lifelong contributions to their communities. PYLI was developed by the Prudential Insurance Company of America in partnership with the Points of Light Foundation.

Additionally, Youth Outreach has worked in partnership with the American Institute for Public Service and Youth Service America to help the Corporation for National and Community Service recognize approximately 75,000 young people with the Presidents’ Student Service Award – an honor given to young people ages 5 to 25 who have completed at least 100 hours of community service in a 12-month period.