

The Points of Light Movement



The President's Report to the Nation

January 1993

Re-released for the Presidential Forum on Service
Held by President Barack Obama and Hosted by Former President George H.W. Bush
and The Points of Light Institute
Texas A&M University, October 16, 2009

A Preface – 20 Years Later

**“From now on in America, any definition of a successful life must include serving others.”
George H. W. Bush – June 22, 1989**

President Barack Obama will hold a Presidential Forum on Service hosted by former President George H. W. Bush and the Points of Light Institute at Texas A&M University on October 16th, 2009.

President Obama’s address on service at the site of the George Bush Presidential Library and Museum recognizes the momentum in America behind service and volunteering today and its roots in the Points of Light movement. The enormous advances in this critical dimension of American life began 20 years ago under the leadership of President George H.W. Bush and his vision of a “thousand Points of Light” and have grown through the leadership of Presidents William J. Clinton and George W. Bush. President Obama’s own commitment to service, volunteering and civic engagement is central to his presidency.

The service movement in America today is experiencing a moment of transcendence driven by demographics, demand and idealism. Points of Light – as a movement, an organization, and an ideal – is as important today as it was 20 years ago as our nation confronts challenges in the economy, education, the environment, and health care and wellness. President Obama’s call to service and for a new foundation for growth coupled with Congressional leadership demonstrate the remarkable bi-partisan support for civic engagement, service and volunteer action as keys to solving entrenched problems, and to a healthy democracy.

What has changed in the last two decades is noteworthy: the percent of Americans volunteering has surged; the percent of teen volunteers has doubled; the percent of 45 to 65 year-olds serving youth has doubled; the business support for employee volunteering has become commonplace; high school service learning has become the norm; service on college campuses has become standard; and the number of older Americans engaged in service has risen 50% after a long period of quiet.

This *President’s Report to the Nation*, released by President Bush ten days before he left office in January 1993, describes how this work became a cornerstone legacy of his presidency. It contains a letter from the President to the nation dated January 8th, 1993; a description of the President’s national strategy, how it was implemented and the milestones along the way; the missions, individual strategies, programs, and leaders of four institutions created to carry out the work then and into the future; how the President spoke about what he believed was most important; and the stories of the 1,020 Daily Points of Light he recognized from the White House over four years and some of their reflections.

Now a new Points of Light organization – the Points of Light Institute – is ready for the next 20 years uniting President Bush’s vision of service as central to people’s lives with President Obama’s vision of service as central to our nation’s priorities.

I was deeply honored to work for President Bush during his presidency on something so fundamental to our country’s greatness and important to its future.

C. Gregg Petersmeyer
Former Assistant to the President and
Director of the White House Office of National Service



THE WHITE HOUSE

WASHINGTON

January 8, 1993

This is my report to the Nation on the Points of Light movement. It outlines the movement's purpose, its national strategy, the accomplishments of the last four years, and the challenges of the years to come.

Points of Light are the soul of America. They are ordinary people who reach beyond themselves to touch the lives of those in need, bringing hope and opportunity, care and friendship. By giving so generously of themselves, these remarkable individuals show us not only what is best in our heritage but what all of us are called to become.

During the last four years, much energy has been devoted to encouraging, supporting, enlarging, and multiplying Points of Light. I am convinced that the efforts of Points of Light are the source of our country's greatness. They are the promise of America's future.

A handwritten signature in cursive script, reading "George Bush".

The Points of Light Movement

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Introduction

"It is increasingly clear to more and more Americans that our greatest social problems will only be solved by the active engagement of millions of individuals and tens of thousands of groups and institutions who have never been involved in these problems, and who will never be compensated one nickel for their work."

*President Bush
June 4, 1990*

From his first day in office, President Bush devoted very special attention to voluntary community service as a means of helping to solve some of America's most serious social problems. He was the first President in history to establish a White House office exclusively charged with this work, and none of his predecessors had engaged the "bully pulpit" so fully on the subject. His leadership resulted in the creation of the Points of Light Foundation, the Commission on National and Community Service, and the National Center for Community Risk Management and Insurance, as well as in the recognition of thousands of volunteers whose stories were shared widely as examples for others. Indeed, between 1989 and 1993, the Points of Light movement became a defining mission of the Bush Administration.

This level of Presidential attention did not create the vast scale of voluntary service that has always been a part of American life, but has built upon it. Indeed, it is Points of Light themselves — ordinary Americans from all walks of life taking direct and consequential voluntary action in their communities to solve serious social problems — who are the power of the movement and the hope of the Nation. The President has focused great attention on these individuals and organizations, both to honor them for their tremendous work and to call the nation to join them and multiply their efforts.

Re-inventing Communities

"Look at these Points of Light for themselves. But also try to imagine something more. Imagine if all of them... moved to one community. What would happen? In a few weeks that place would be utterly transformed....[It] would become a `community of light.'"

*President Bush
September 30, 1991*

Imagine what America would be like if every American was a Point of Light. Imagine if all Americans applied their unique talents, and if every business, group, and organization used its distinctive capabilities to help solve our serious social problems.

- Imagine if every American claimed society's serious social problems as his or her own and made community service a part of their daily pattern of living, using his or her unique gifts to raise up another in need; if every family made community service a regular family activity and reached out to another family in need, offering guidance, support, and love; and if every community had a local volunteer center which promoted voluntary service and linked those who wanted to serve with service opportunities.

- Imagine if every employer included community service among the factors considered in making hiring, compensation, and promotion decisions; if every business, group, and organization identified and prominently honored as heroes those individual members most deserving of recognition for their community service work; and if every business, group, and organization became a partner with others in their community who are engaged in solving social problems through voluntary service.
- Imagine if every primary and secondary school in America promoted voluntary service among its students and organized a community service initiative to provide all students with opportunities to serve those in need; if every college and university not only promoted the value of community service, but also weighed an applicant's community service record in admissions decisions; and if every place of worship organized regular community service opportunities for its members, encouraging them to make community service central to their life.
- Imagine if every television and radio station, cable system, newspaper, magazine, and media organization made the promotion of voluntary community service an essential part of its mission, spotlighting successful service initiatives, profiling outstanding community service leaders, groups, and organizations, and informing the public about how to become involved in community service.

Communities Whole and Good

This scale of engagement permits one to begin to imagine a community where the benefits of a growing economy and effective government are combined with the power of direct and consequential voluntary service to create communities whole and good. "The state of our nation is the state of our communities," said President Bush in a June 12, 1991 address from the South Lawn of the White House. "As our communities flourish, our nation will flourish. So we must seek a nation of whole communities, a nation of good communities...." What are the basic elements of such a community?

- Commitment to children, youth developing good character and values, and strong families.
- Excellent schools and a culture that fosters lifelong learning.
- Meaningful employment opportunities and the hope of economic advancement.
- A decent, drug-free, and safe place to live in a clean environment.
- Quality health care and a sense of well-being.

Serious social problems stand in the way of creating such communities. In his Inaugural Address on January 20th, 1989, the President described some of them, saying, "My friends, we have work to do. There are the homeless, lost and roaming. There are the children who have nothing — no love and no normalcy. There are those who cannot free themselves of enslavement to whatever addiction — drugs, welfare, the demoralization that rules the slums. There is crime to be conquered, the rough crime of the streets. There are young women to be helped who are about to become mothers of children they can't care for and might not love."

Three Engines

No one who cares about solving our most serious social problems can ignore the critical role that government action must play. But nearly everyone also realizes that the problems we face in our communities exceed the capacity of government alone to solve them. Indeed, even if the government did everything it could, it would not be enough. Lack of sufficient funds is not the only reason government can not solve all our problems. Some problems are inherently resistant to government programs, regardless of the level of funding. In fact, what many Americans need is not another program, but a set of meaningful relationships that helps them see that their future is not limited by their present circumstances.

A strong, growing economy that provides opportunity to all citizens is the best social program of all, yet it, too, is insufficient. It can not mend broken families, provide role models for young people, or build communities where neighbors know and help one another.

We will solve our most serious social problems only when we apply the full measure of our resources to those problems. Although government action and economic growth are essential engines of progress, America is much larger than either of them. America's forward movement has always been in large part the result of an infinite number of individuals and groups working voluntarily in communities to solve our problems.

On Inauguration Day 1989, the Wall Street Journal commented that President Bush believes that "all the established institutions of a society bear as much moral legitimacy and responsibility for civil progress as the state." Community action, engaged in by every group, business and organization, is our third great engine of progress. Within every business, school, place of worship, association, or other group, many kinds of action can be taken to solve our most serious social problems. These are the forces that the Points of Light movement has sought to mobilize fully.

The Mission

The mission of the Points of Light movement has been to bring what is already working in communities to a scale that solves our most critical social problems. To accomplish this mission, each individual, business, group, and organization must play a direct and consequential role in community problem-solving. The capabilities of communities must be awakened, mobilized, and channeled to overwhelm the multiple problems of individuals in need.

Nearly every American and nearly every business, group, and organization has an innate desire to help. As we enter the new century, the multiplication and magnification of "Points of Light" across the nation must be America's mission.

Assessing America's Strengths

America does not come to this task unprepared. Many of the elements needed to solve serious social problems are already in place; others only require an infusion of leadership and the addition of helping hands to be effective. We possess real strengths we can build upon in a concerted fashion to achieve the scale needed to overwhelm our problems with effective solutions.

- *Idealism and Commitment of Young People:* Young people are a valuable national resource to be focused on preparing the Nation for the next century. Increasingly, the Nation's youth are being exposed to the rewards of volunteer service and they are participating in community service in unprecedented numbers. Most colleges and universities and many high schools and secondary schools have community service coordinators to support this growing interest.
- *Everyone Has a Gift to Give:* As Points of Light themselves demonstrate, every group and organization has distinctive talents and resources that can be targeted at community problems. Every individual has a gift to give regardless of age, ability, or background. The skills, talents, and leadership within every community have profound problem-solving potential and only need to be offered and focused on specific problems.
- *Every Problem is Being Solved Somewhere:* Because America is a vast, diverse, and energetic country, every social problem is already being solved somewhere in America. Every community can benefit from examples of "what works" elsewhere.

Only a Movement Will Get Us There

In order to dramatically increase the scale of community action, direct and consequential voluntary service — focused on solving serious social problems — must become central to the life of every individual and part of the mission of every institution in America.

Such a magnification of the role of voluntary service can not be organized by the government or by political parties. People, not programs, solve problems. Therefore, to make real the vision of an America where everyone becomes a "Point of Light," only a movement will succeed. Indeed, the Points of Light movement must become a defining idea of our time.

Successful movements change people's attitudes and people's behavior. They lead to the reform of old institutions and the creation of new ones. And their results are far more pervasive and profound than a government program or an economic initiative.

As with all great movements, inclusive, bipartisan, broad-based national and local leadership is necessary to mobilize millions of Americans who have never been asked or do not yet know how to become engaged in solving the problems of their communities. As with the civil rights, environmental and disabilities rights movements, the Points of Light movement must draw its strength, and even its leadership, from the "grass roots" — ordinary people in every neighborhood, town, or city in America. It must revolutionize the way Americans think about and respond to serious social problems, just as those movements revolutionized the way Americans think about rights, the environment and human dignity. It must seek nothing less than to build within every American the habit of service and within our society a culture that values, fosters, and expects direct and consequential voluntary community service from everyone.

Points of Light is a movement to engage all individuals, families, businesses, groups, and organizations in America in direct and consequential action to solve community problems.

The National Strategy of the Points of Light Movement

Beginning with the proposition that every problem is being solved somewhere in America, the strategic objective of the Points of Light movement is to bring “what works” to a scale that solves our most critical social problems. This comprehensive strategy has five parts:

I. Change Attitudes

To call every American and every American family, business, firm, school, place of worship, union, club, and association to engage in helping to solve our most critical social problems and to convince all Americans that a life which includes serving others is meaningful, adventurous, and successful.

II. Identify What Works

To identify successful and promising community service projects and initiatives and to bring news of their existence to other communities.

III. Discover, Encourage, and Develop Leaders

To discover, encourage, and develop individuals from all walks of life who can lead others to become “Points of Light.”

IV. Reduce Volunteer Liability

To reduce the deterrent effect of legal liability on volunteers and volunteer organizations.

V. Build a Supporting Infrastructure

To create structures within every community that will link people who care and their institutions to people in need.

These five elements of the national strategy are interdependent and mutually supporting. For example, by identifying what works and sharing these success stories with others, the Points of Light movement is helping to change attitudes, discover, encourage, and develop leaders, and build a supporting infrastructure at the local level. By reducing volunteer liability, the movement fosters an environment conducive to increased voluntary action.

Executing The Strategy

To execute the national strategy of the Points of Light movement, President Bush has used the Presidency as never before to advocate voluntary community service. To further pursue the strategy, he has helped establish four institutions, each of which pursues one or more of the five elements of national strategy (see Appendix B):

- The White House Office of National Service
- The Points of Light Foundation
- The Commission on National and Community Service
- The National Center for Community Risk Management and Insurance

The White House Office of National Service

Created by President Bush immediately after his inauguration in 1989, the Office of National Service became the first office ever established within the White House exclusively devoted to fostering direct and consequential voluntary service.

Mission: To use Presidential leadership to make community service national policy of the highest order.

Role in National Strategy:

Changing Attitudes

The White House Office of National Service seeks to define the importance and nature of Points of Light for the public in terms that are compelling.

Presidential Communications. The Office of National Service coordinates Presidential activities that highlight the value and rewards of voluntary community service.

- Since 1989, President Bush has spoken on the subject in more than 500 speeches and public pronouncements. He has described the statement, "From now on in America, any definition of a successful life must include serving others," as the phrase he has repeated "perhaps more than any other" in his Presidency (Los Angeles, May 8, 1992).
- The President has sent nearly 2,000 letters of encouragement and thanks to individuals and groups engaged in serving their communities. In addition, he has sent nearly 3,000 Certificates of Merit to individuals and groups who have been brought to the attention of the Office of National Service for recognition.
- Since November 1989, the President has used White House recognition, press releases, public service announcements, and public appearances to tell a daily story about successful volunteers and voluntary service initiatives that are solving serious social problems.

Media Strategy. An aggressive effort has been made to engage the print and broadcast media in changing public attitudes toward service.

- The President has authored op-ed articles for major trade publications, including American Gas and American Bar Association and others. He has also appeared in public service announcements that encourage service.
- Press releases describing those recognized by the President as "Daily Points of Light" are distributed to some 45 media outlets each day. Radio actualities announcing Daily Points of Light have been transmitted to over 4,000 radio stations.
- The White House Office of National Service and the Points of Light movement have been the subject of numerous articles in major national and local publications, including the Boston Globe, the Chicago Tribune, the Economist, the London Daily News, the Los Angeles Times, the New York Times, Parade, People, USA Today, USA Weekend, U.S. News & World Report, the Wall Street Journal, and the Washington Post.
- Community service and the Points of Light movement has been featured on various national television programs, including 20/20, 60 Minutes, CBS Sunday Morning, CBS This Morning, Crier and Company, Crossfire, the Discovery Channel, Entertainment Tonight, Fox Morning News, Good Morning America, Jenny Jones, Lifetime Television, MTV, Oprah, Rescue 911, Today, and To Tell the Truth.
- At a series of public events, the President has called on major media outlets to highlight the importance of community service. On October 25, 1989, at an event called "Prime Time for Community Service," he asked officials from the television networks to write voluntary service into the story lines of their programs. On November 2, 1989, he thanked the Advertising Partnership for a Drug-Free America for their support in the war against substance abuse. On March 19, 1991, he thanked media executives for their leadership in supporting worthy causes and unveiled the Advertising Council's public service announcements about the Points of Light Foundation.

Identifying What Works

The Office also helps the President identify and recognize successful problem-solving leaders and initiatives ("what works").

Daily Points of Light. Each day the President recognizes one person or group engaged in direct and consequential voluntary service focused on solving serious social problems in their community. The first Daily Point of Light was recognized on November 22, 1989, and the last will be recognized on the President's final day in office, January 20, 1993.

- By the end of his administration, President Bush will have named a total of 1,020 Daily Points of Light, representing all 50 states, the District of Columbia, and Puerto Rico, and addressing issues ranging from care for infants and teenagers with AIDS to adult illiteracy and from gang violence to job training for homeless people.

- Nearly 15,000 Daily Point of Light nominations have been reviewed by the Office of National Service. In addition, the Office has fielded an average of 10 to 15 telephone inquiries, recommendations, and requests for referrals from the public each day.
- The President has met representatives of 675 Daily Points of Light, in nearly 170 cities.
- The Vice President has met 103 Daily Points of Light in 58 cities since June of 1992.
- An average of four to five articles are published on each Daily Point of Light, which means that more than 4,500 stories about voluntary service have appeared in newspapers, journals, and newsletters.
- Daily Points of Light average eight total stories (TV, radio, print) in their local communities, which means more than 8,000 stories have appeared.
- Fox Morning News announced the Daily Point of Light each day. The Chronicle of Philanthropy also featured descriptions of Daily Points of Light in each issue.
- Beginning in 1991, Daily Point of Light press releases were faxed to appropriate specialty press. Regular articles about business-related Daily Points of Light appeared in INC. Magazine, reaching over 600,000 readers, and in the newsletter of the American Small Business Association, reaching some 155,000.

Specialty press distribution generated articles about Daily Points of Light and about the voluntary service movement in a wide variety of publications, including Humpty Dumpty, Guideposts, Jet, Phoenix Magazine, Florida Living, Heartland USA, Fast Times, Bowling Magazine, Parade, People, Hispanic Magazine, Scholastic Publications, Self, Parenting Magazine, Elks, Restaurant Business Magazine, Industry Week, Parks & Recreation, National Federal Credit Union Magazine, Food Industry Newsletter, Special Olympics Newsletter, Dentistry Today, 50 Plus Magazine, Sports Illustrated and Sports Illustrated For Kids, and many others.

In addition, Daily Points of Light were featured on National Public Radio, Jenny Jones, Oprah, To Tell The Truth, Entertainment Tonight, 20/20, 60 Minutes, Lifetime Television, Black Entertainment Network, Arts & Entertainment Network, Home Show, CNN's Crier and Company, MTV, CNN news segments, Good Morning America, Today, CBS Morning News, Discovery Channel, CNBC, and others.

- At a three-day national tribute to Points of Light (September 28-30, 1991), sponsored by Walt Disney World, representatives of over 550 of the 575 Daily Points of Light who had been recognized by that time met in Orlando and exchanged ideas and information, held specialty press conferences, and began establishing informal networks.

The President's Annual Points of Light Awards. Known as the President's Volunteer Action Awards from 1982 to 1990, the President's Annual Points of Light Awards are distributed at a White House ceremony which has become the centerpiece of National Volunteer Week each spring. Co-sponsored by the Points of Light Foundation and ACTION, the Federal domestic volunteer agency, in cooperation with the White House Office of National Service, the awards are designed to call public attention to

the contributions of our nation's 98 million volunteers and to honor outstanding individuals and organizations engaged in community service.

- From 1989 through 1992, 74 individuals and organizations were honored with the Annual Points of Light Award; 196 have received Presidential Citations.
- In 1992, a record 4,500 Annual Point of Light nominations were submitted and reviewed.

Other Presidential Events. The President has hosted winners of major community service recognition programs at the White House and attended other award ceremonies for community service.

- Each year, the President met with the Boys and Girls Club National Youth of the Year and with the National Big Brother/Big Sister of the Year.
- Since 1989, representatives of more than 200 Daily Points of Light have visited the White House for events or meetings with the President, Mrs. Bush, or the Office of National Service.
- In an address to the representatives of 550 Daily Points of Light gathered in Orlando on September 30, 1991, the President called for the creation of "Communities of Light," places where all the institutions of a community would be engaged actively in solving social problems through voluntary service.

Discovering, Encouraging, and Developing Leaders

To help build a nationwide community service movement, the Office of National Service enlists Americans to contribute their leadership to the effort (including Executive Branch officials).

Contributing Leaders. A nationwide service movement requires the active engagement of leaders from all established institutions and from all walks of life. Nonprofits and religious institutions of all kinds have long been engaged in this work in a visible and substantive way. This initiative is an effort to expand the movement to include leaders of businesses, schools, and other organizations — as well as celebrities whose names are widely known to the public.

Through this initiative, the White House has contacted more than 1,500 leaders in business, government, entertainment, sports, and youth organizations. Many have begun to emphasize voluntary service in their organizations and others have put more emphasis on it as part of their leadership activities.

- Executive Branch officials. At a meeting of the Cabinet on April 11, 1989, the heads of Federal agencies and departments were briefed on the importance of community service and directed by the President to encourage their employees by making service a part of their leadership activities. In order to build on the progress that had been made in four years, the President signed an Executive Order on November 5, 1992, to facilitate greater participation by Federal employees in voluntary service activities.

Virtually every Federal agency and department has initiated a major service program. The Department of Education has started linking its employees who volunteer to tutoring opportunities nationwide. The Department of Energy has created a Hands on Science program to enable employees to tutor students in math and science. The Justice Department's Legal Advocates in Education program provides employees opportunities and time to mentor inner-city youth in the Washington, D.C., area. The Department of Labor has launched a mentoring program to link both its own employees and those of corporations and labor unions to young people in need. The General Services Administration has produced a handbook for government agencies or individual Federal employees to use in beginning community service initiatives at the workplace.

Each of these agencies, along with the Departments of Agriculture, Interior, and others, also regularly thanks employees for outstanding voluntary service. More than 31,500 Federal employees have been recognized and awarded the Federal Employee Point of Light lapel pin and certificate developed by the Office of Personnel Management in conjunction with the White House Office of National Service.

- Military personnel. On January 9, 1993, the President established by Executive Order the Military Outstanding Volunteer Service Medal to recognize outstanding volunteer service by members of the Armed Forces to the civilian community.
- Young people. In late 1992, the President's Youth Service Award was established by Executive Order. Designed to become as widely used as the Presidential Physical Fitness Award, it will highlight the accomplishments of young people who have shown potential for leadership in community service.

The President has also participated personally in a series of events designed to encourage youth leaders in community service. On June 21, 1989, he launched the Youth Engaged in Service initiative (YES) at the White House. On May 2, 1990, he hosted the first Presidential Youth Leadership Forum, which established a model later used by the Points of Light Foundation's YES Ambassadors. On November 29, 1990, he helped inaugurate STARSERVE (Students Taking Action and Responsibility in Service), a program that enables young people to become involved in community service through their schools.

The Office of National Service has met with thousands of leaders of youth organizations and conducted White House briefings for a wide variety of groups, including the B'nai B'rith Youth Organization, American Students 2000, Boy Scouts, Washington Semester students at American University, a group of students from South Central Los Angeles, and many others.

- Business leaders. Business leaders met at the White House with the President and with members of the Office of National Service to exchange ideas about what they could do within their own organizations. On March 6, 1990, the President formally challenged leaders of every corporation in America, through their association structure in Washington, to discover what works in their industries and communities, to share examples of successful service programs with people in their own organizations, and to challenge those they influence to enlarge and multiply those efforts.

Hundreds of corporate CEOs and heads of small businesses have received regular mailings from the White House, describing examples of success stories involving voluntary service, which they are encouraged to consider for their own organizations. Many of these leaders have redoubled their efforts to encourage voluntary service (e.g., by establishing community service offices, etc.).

- **Celebrities.** Entertainment figures such as Mike Love, the Beach Boys, Johnny Gill, the Moody Blues, Amy Grant, Reba McEntire, Lee Greenwood, and Sandi Patti met with and thanked over 100 Daily Points of Light. Michael Jackson, Whitney Houston, Tony Danza, Lou Gossett, Jr., and Florence Griffith-Joyner committed to serving as spokespersons for the Points of Light movement.

Singer Randy Travis recorded the hit song, "Point of Light," which reached #3 on the Country Western charts in July 1991, reaching millions of listeners with a strong message of volunteer service. Other artists, such as Lee Greenwood and Sandi Patti, have also made Points of Light the subject of popular songs. The Points of Light movement was the focus of "Superstar Kid's Challenge," a television special created to raise awareness of the importance of service.

- **Sports leaders.** Fifty-two professional baseball, basketball, football, and hockey teams used their scoreboards to tell fans about the work of Daily Points of Light in their communities, helping to call on people to change attitudes. Athletes such as Glenn Davis of the Baltimore Orioles, Jim Harbaugh of the Chicago Bears, and Derrick Thomas of the Kansas City Chiefs agreed to serve as spokesmen for the Points of Light movement.
- **Service Organizations.** The President also met personally with leaders of numerous service organizations, including Kiwanis, the Knights of Columbus, Junior League, Order of the Elks, the American Red Cross, Lions Club International, and many others.

Building a Supporting Infrastructure

The Office of National Service calls for and supports new institutions and policy initiatives that build and strengthen the Points of Light movement.

New National Institutions: The President's Role. Assistance and support are given to the other institutions of the Points of Light movement — the Points of Light Foundation, the Commission on National and Community Service, and the National Center for Community Risk Management and Insurance — so that they can better accomplish the five elements of the national strategy.

The main purpose of the institutions created in last four years is to provide for the growth of a supporting infrastructure to tackle problems in communities.

- On June 22, 1989, the President called for the creation of the Points of Light Foundation. He appointed a bi-partisan commission of national leaders from all walks of life, headed by New Jersey Governor Thomas Kean, to explore the feasibility of such a foundation (see Appendix C).

- On March 30, 1990, the President announced the 13 Founding Directors of the Points of Light Foundation (see Appendix C), and formally indicated that he would serve as Honorary Chairman. On September 22, 1990, he spent the day with them at Camp David, reviewing their proposed strategy and exchanging ideas.
- On November 16, 1990, the President signed into law the National and Community Service Act of 1990 which, after certain technical amendments in the following year, authorized establishment of the Commission on National and Community Service.
- In July 1991, the President formally nominated the 21 members of the Board of Directors of the Commission on National and Community Service (see Appendix C). Each member of this diverse group was confirmed by the Senate.
- On December 13, 1990, in a speech at the White House, the President called for the establishment of a national center to help reduce volunteer liability and to alleviate the insurance problems facing volunteer organizations. On June 18, 1992, the members of the Board of the National Center for Community Risk Management and Insurance met for the first time.

Reducing Volunteer Liability

"We ought to care for each other more and sue each other less."

*President Bush
May 8, 1992*

On December 13, 1990, the President announced three initiatives to protect volunteers from excessive liability and to make access to insurance more readily available.

Liability Task Force. The President established a Task Force to report to him on progress being made toward establishment of a National Risk Management Center.

Model State Volunteer Service Act. Designed to protect volunteers from unwarranted exposure to legal liability, the model statute would provide a rational, uniform standard for tort law throughout the country.

- Three states (Alabama, Colorado, and Delaware) have already enacted the Model Act or similar legislation into law.
- The Legislatures of ten other states (Arizona, California, Connecticut, Florida, Idaho, Maryland, Rhode Island, South Carolina, and Tennessee) and the District of Columbia have formally introduced the Model Act or similar legislation.

Amendments to the Risk Retention Act. In December 1990, the President proposed a set of amendments to the Risk Retention Act. The amendments would have removed obstacles to the use of the Act. The Federal Risk Retention Act, enacted in 1981, permitted, among other things, the creation of risk retention and risk purchasing groups in order to provide insurance coverage in product liability cases.

In 1986, the Act was amended to permit the creation of risk retention groups which could cover all forms of liability except Workers Compensation coverage. If enacted, the proposed amendments would have increased insurance options for volunteer organizations.

The Points of Light Foundation

An independent, nonprofit organization called for by President Bush in June 1989 and established in 1990, the Points of Light Foundation is governed by a 26-member, non-partisan Board of national leaders (see Appendix C). President Bush serves as the Foundation's Honorary Chairman.

Mission: To call all Americans to engage in service and to cause leaders of organizations to mobilize their members to serve.

Role in National Strategy:

Changing Attitudes

The Points of Light Foundation works to increase media coverage and national leadership support of outstanding service efforts in order to create a public environment that changes people's attitudes about the benefits of service.

Points of Light Public Service Announcements. A national advertising campaign executed in partnership with the Advertising Council and Saatchi and Saatchi.

- In 1991 and 1992, the campaign received over \$71 million in free advertising.
- Over 50,000 individuals have responded to the 1-800 number publicized in the advertising.
- The Points of Light advertising campaign received the Crain Award from the Advertising Council in 1991 and the Golden Cine from the New York International Award Film Festival in 1991.

Educational Programs. The Foundation administers a variety of programs designed to change attitudes about the central role that service can play in American life.

- In three California cities, the Foundation has developed "Communities as Places of Learning," a pilot program for a nationwide effort to build support for youth service as a critical element of educational reform.
- In cooperation with the W.K. Kellogg Foundation, the Points of Light Foundation has developed the "Family Matters" project to encourage family volunteers and to increase opportunities for families to volunteer within nonprofit organizations.
- With the assistance of major nonprofit leaders, the Foundation has developed and published "Changing the Paradigm," a set of guidelines for nonprofits to identify creative and entrepreneurial ways to make effective use of voluntary service.

Awards and Recognition. The Foundation publicizes and helps administer the President's Annual Points of Light Awards.

Discovering, Encouraging, and Developing Leaders

Leadership is a major focus of the Foundation, which provides leaders with compelling reasons, tools, and ideas for mobilizing those they influence to serve.

Youth Engaged in Service (YES). A program that selects young leaders to build relationships among local youth and community agencies, volunteer centers and institutions that traditionally have not been engaged in voluntary service. YES Ambassadors challenge their peers to engage in service.

- Nine Points of Light YES Ambassadors are currently serving in nine states across the country.

Youth Service SuperConference. A gathering of young leaders in the community service movement, co-sponsored by the Points of Light Foundation, Youth Service America, StarServe, the National Assembly, and United Way of America.

- More than 1,200 representatives of youth service programs and educators have attended the SuperConference, receiving training and information on youth service and education reform.

Corporate Outreach. The Foundation shares ideas with major corporations to encourage and help them engage their employees in community service.

- The Foundation has developed "Principles of Excellence in Community Service," guidelines for leaders who wish to initiate community service programs in their organizations. These guidelines have been widely shared with business leaders in major markets through publications, advertising, and briefings.
- In 1992, the Points of Light Foundation, in conjunction with the Conference Board, published a special supplement in Fortune Magazine that described ways in which businesses have used employee volunteerism to address community development, education, youth "at-risk," health care, and environmental problems. The supplement reached four million readers.
- A 1992 Points of Light Foundation survey, published in Fortune magazine, of 1,800 major corporations, identified 1,200 that encourage employee volunteerism through community service programs.
- The Foundation provides technical assistance to corporations through regional training institutes and an annual National Community Service Conference. In addition, it works with more than 60 local Corporate Volunteer Councils to assist them in building membership and supporting new corporate voluntary service programs.
- The Foundation has launched a special advertising campaign in more than 4,000 business publications to highlight the accomplishments of business leaders who have engaged their organizations in service.

Seniors Engaged in Service. The Foundation also works with senior volunteers and with organizations who make use of this growing resource for solving serious social problems.

- In three states, the Foundation sponsors Senior Ambassadors, who work with retirement communities, Volunteer Centers, and nonprofit organizations to build opportunities for seniors to engage in service.

Building a Supporting Infrastructure

The Foundation stimulates the creation of community Points of Light mobilization centers that provide leaders with assistance, coalition-building and technical help.

Local Points of Light Mobilization Centers. The Foundation's network of local centers provides information about service opportunities and focuses on volunteer recruitment, referrals, and placement. It also trains volunteers, administers public relations and local recognition programs, and coordinates the efforts of various volunteer organizations in communities.

- Volunteer Centers refer an estimated 800,000 new volunteers each year. They donate more than 140 million total hours of service per year, worth over one billion dollars to the nation.
- Almost 400 Volunteer Centers affiliated with the National VOLUNTEER Center joined the Points of Light movement when the Center merged with the Points of Light Foundation on September 30, 1991.
- Fifty-six corporate volunteer councils with 1,200 members joined in the merger, together with the National Council on Corporate Volunteerism (NCCV).

ServLink. The Foundation developed this initiative to facilitate the exchange of information about successful community volunteer efforts. Its basic strategic function is to provide every individual or group interested in service convenient access to specific, detailed information on how to organize, encourage, and operate working volunteer programs. Operating on the assumption that many would volunteer if they knew how, ServLink seeks, not only to collect and disseminate information, but also to foster the replication of successful programs by promoting partnerships among existing volunteer resource organizations both locally and nationally.

- ServLink's Individual/Organization Resource File supports volunteers with current data on individuals and organizations involved in successful community service activities. Programs are categorized by problem area, target audience, and volunteer force.

The Commission on National and Community Service

Established in 1991 under the authority of the National and Community Service Act of 1990, signed into law by the President on November 16, 1990, the Commission is a bi-partisan creation of the President and Congress. It is governed by a 21-member Board of Directors appointed by the President and confirmed by the Senate. Commission Board members have been drawn from a wide variety of professional backgrounds and political points of view (see Appendix C).

Mission: To provide financial and technical assistance to outstanding and experimental community service programs, especially those that involve young people.

Role in National Strategy:

Identifying What Works

The Commission encourages promising community service programs, recognizes proven models, and fosters widespread replication.

The Commission provides seed money for promising community service programs based on four criteria: quality, innovation, replicability, and sustainability.

- Through the end of 1992, the Commission awarded grants totaling \$73 million to 154 grantees. The first grants were announced on June 8, 1992.

Commission funds are distributed through five statutory programs:

Serve-America. Established to involve young people, kindergarten through high school age, in community service activities.

- Fifty-seven grants were awarded as part of the Commission's Serve-America program to help implement and expand service-learning innovations in elementary and secondary schools.

Higher Education Innovative Projects for Community Service. Established to involve college age students in community service activities.

- Fifty-eight grants went to institutions of higher learning which will support programs in over 200 colleges and universities.

American Conservation and Youth Corps. Established to involve Americans in service through corps activities.

- Thirty grants went to local youth service corps programs, and eight grants, totaling \$20.1 million, went to programs judged to have potential as models for large scale national service programs.

National and Community Service. Established to support a variety of service programs.

Innovative and Demonstration Projects. Established to provide seed money to innovative service programs that can be replicated elsewhere.

- Eight grants, totaling \$20 million, were made to states and Indian tribes to provide for the development of model national service programs.

Discovering, Encouraging, and Developing Leaders

The Commission provides and supports visionary, coalition-building leadership in promoting the community service movement.

Coalition-building. The Commission has begun building working partnerships with grant recipients and establishing relationships with other organizations involved in community service, youth development, and educational reform.

- The Commission has held interactive workshops, bringing together grantees to discuss topics such as teacher training and youth leadership development.

Report to the President and Congress. On January 14, 1993, the Commission issued its first Annual Report to advise the President and the Congress on developments in youth service.

Building a Supporting Infrastructure

The Commission seeks to develop and support the leaders and infrastructure necessary to build a strong, diverse, innovative national movement.

Public Meetings. In addition to the regular meetings of its Board of Directors, the Commission has held a number of public meetings around the country to make people aware of developments in community service.

- In January 1992, technical assistance meetings were held in Washington, Dallas, and San Francisco to help prospective grant applicants learn how to compete for funding.
- In December 1992, public hearings were held in Los Angeles, Minneapolis, and Washington to learn more about the state of the community service movement.

Regional Clearinghouses. The Commission has initiated a process to establish regional clearinghouses to concentrate on kindergarten through high school students, providing curriculum materials and other information, and to facilitate communication among community service programs and participants.

Technical Assistance. The Commission has put together technical assistance teams to assist grant recipients and state and local agencies in program planning, training, and operations.

The National Center for Community Risk Management and Insurance

Called for by President Bush in late 1990 and formally established in June, 1992, the Center is an independent, nonprofit organization which provides legal advice and assistance to volunteer programs.

Mission: To reduce the deterrent effect of legal liability on community service and to help community-serving programs control risks, improve insurance arrangements, and make informed insurance decisions.

Role in National Strategy:

Reducing Barriers to Service

The Center reduces barriers to service by dispelling misconceptions about volunteer liability through publications and workshops.

It also proposes changes in liability laws and insurance programs.

The Center identifies and helps replicate successful risk management programs throughout the country.

It encourages corporate risk managers to voluntarily assist community programs.

Finally, the National Center encourages expansion of insurance group purchasing and risk pooling arrangements.

Workshops and Presentations. The Center operates risk management workshops across the country in partnership with the Points of Light Foundation and other volunteer sector organizations.

- Over 60 such workshops were held prior to the formal establishment of the Center in 1992. Eleven more have been held since.

Educational Publications. The Center publishes a guide to risk management and insurance specifically for corporate volunteer programs.

Model Waiver Forms and Other Liability Protection Materials for Volunteer Groups. The Center develops and distributes documents that assist volunteer organizations in limiting legal liability.

- The Center has distributed thousands of copies of "Answers to Volunteer Liability and Insurance Questions," its information pamphlet on liability issues.

Public Policy Recommendations. The Center advocates ways to reduce liability by changing public policy.

- The Model State Volunteer Act, proposed by the President in December 1990 as a model for state legislation on tort reform, was adopted by three states and is currently being considered in the legislatures of many others.

Technical Assistance and Advice to Administrators of Community Service Programs.

- The National Center for Community Risk Management and Insurance responds to over 100 inquiries about risk management and insurance per day from community-serving programs.

Conclusion

In four years much has been accomplished, yet much more remains to be done. All of the efforts since 1989 to increase the scale of direct and consequential voluntary service have been only a beginning. It is important that the power of the Presidency be used as a drumbeat to call Americans to service and to direct public attention to the value of voluntary community service in solving serious social problems. New institutions must be strengthened and older institutions reformed to increase the scale of community problem-solving.

The national strategy must succeed. We must change attitudes — so that all Americans define a successful life as one that includes serving others. We must identify what is already working in communities, so that people understand that every problem is being solved somewhere, and so that those efforts can be strengthened and multiplied. We must discover, encourage, and develop new leaders who can mobilize people to become Points of Light. We must reduce volunteer liability, and we must build a supporting infrastructure in every community that links people to service opportunities.

Our objective is to achieve lasting solutions to our most serious social problems, and there are many roads and paths that people can take to help us get there. It does not matter what path or road an individual is on — what is important is that everyone finds a way to use his or her unique gifts to make a difference. We must welcome enthusiastically all the different ways that people want to become involved. This is what a movement is about, and only a movement can bring to our communities the hope and opportunity that transforms lives.

We have always known that this work would take more than four years. Yet all of us know where America must move. We know we have within ourselves the ability to create communities whole and good — block by block, neighborhood by neighborhood, life by life.

"I will keep America moving forward, always forward — for a better America, for an endless enduring dream and a thousand Points of Light."

*George Bush
August 18, 1988*

Appendix A — The Points of Light Movement: Milestones

August 17, 1988	Acceptance Speech, New Orleans. President Bush first speaks of "Points of Light."
October 4, 1988	The President first announces the Youth Engaged in Service (YES) initiative at the Comstock Club, Sacramento, California.
January 20, 1989	Inaugural Address. President again speaks of "Points of Light"
January 21, 1989	White House Office of National Service established. The President commissions an assistant to lead the office.
January 30, 1989	Office of National Service Working Session with President Bush to develop a strategy for the Points of Light movement.
April 10, 1989	The President signs a Proclamation 5952 designating April 9 through 15, 1989, as National Volunteer Week.
April 11, 1989	President Bush honors winners of the 1989 Volunteer Action Awards at a White House Luncheon.
April 11, 1989	Cabinet secretaries briefed at the Cabinet Meeting on the importance of community service and are directed by the President to make community service a central part of their leadership activities.
June 21, 1989	President Bush calls on young people to lead the Nation in the community service movement. Youth Engaged in Service (YES) event, South Lawn of the White House.
June 22, 1989	President Bush unveils the Points of Light initiative at the New York Partnership and the Association for a Better New York.
August 1, 1989	The press first associates the phrase "Points of Light" with President Bush and community service. "Four Points of Light." The New York Times, Editorial Page.
November 22, 1989	President Bush recognizes Memphis Commercial Appeal as the first Daily Point of Light at an event in Memphis, Tennessee.
October 23, 1989	The President's appoints the Advisory Committee on the Points of Light Initiative Foundation (see Appendix D).
January 4, 1990	The President's Advisory Committee on the Points of Light Initiative Foundation presents its report to the President on the Points of Light Initiative Foundation.
March 26, 1990	The President calls Barbara Tomblinson of Kansas City, Missouri, and personally congratulates her on being named the 100th Daily Point of Light.

March 30, 1990	The President addresses the first meeting of the Founding Directors of The Points of Light Foundation.
April 22, 1990	The President signs a proclamation designating April 22 through 28, 1990, as National Volunteer Week.
April 27, 1990	The President honors the winners of the 1990 Volunteer Action Awards at a White House luncheon.
May 2, 1990	The first Presidential Youth Leadership Forum.
June 8, 1990	The President visits MAD DADS, the 126th Daily Point of Light, in Omaha, Nebraska.
July 20, 1990	President Bush recognizes Mitchell Baldwin, Birmingham, Alabama, as the 200th Daily Point of Light.
September 22, 1990	The President hosts The Points of Light Foundation Board at Camp David for a meeting.
November 14, 1990	President Bush recognizes Chrysler World of Work of Detroit, Michigan, as the 300th Daily Point of Light.
November 16, 1990	The President signs the National and Community Service Act of 1990
November 29, 1990	The President hosts an event at the White House to kick off StarServe (Students Taking Action and Responsibility in Service).
December, 13, 1990	The President announces the Volunteer Liability Reform/Model State Statute
December 13, 1990	The President addresses nonprofit organizations at a White House briefing on the Points of Light initiative.
December 13, 1990	"Points of Light" is the theme for the annual Christmas Tree Lighting ceremony in Washington, D.C.
March 1991	Federal Employee Points of Light Pin announced.
March 11, 1991	President Bush recognizes Henderson Hall Marine Buddies as the 400th Daily Point of Light at an event at Barcroft School in Arlington, Virginia.
March 19, 1991	The President hosts a White House briefing for corporate media leaders on the Points of Light initiative.
April 1, 1991	The Ad Council and the Points of Light Foundation created and sponsored a series of Public Service Announcements about community service ideas and opportunities.
April 9, 1991	The President meets with business leaders in the Roosevelt Room at the White House to invite them to become part of the Points of Light movement.

April 12, 1991 While visiting Midnight Basketball League, Daily Point of Light #124 in Glenarden, Maryland, the President signs Proclamation 6269 for the Points of Light National Celebration of Service.

April 15-26, 1991 The Points of Light National Celebration of Service

April 16, 1991 The "Points of Light" song, sung by Randy Travis, is released. It eventually reached #3 on the Country/Western charts.

April 17, 1991 The first video actuality of the President Bush recognizing Red Mountain High School Club RIF as the 432nd Daily Point of Light for the Nation is aired.

April 23, 1991 The President visits the U.S. Naval Academy/Benjamin Banneker partnership, Daily Point of Light #437 in Annapolis, Maryland.

April 26, 1991 Stephanie Gore, Daily Point of Light #234 appears on Good Morning America with Tony Danza.

April 26, 1991 The President honors the winners of the 1991 Volunteer Action Awards at a White House luncheon.

June 12, 1991 Remarks on the Administration's Domestic Policy, South Lawn, the White House. Two hundred Daily Points of Light in attendance.

July 4, 1991 The President recognizes the Sims Family of Chicago, Illinois as the 500th Daily Point of Light on a network television special.

August, 1991 The President appoints the Founding Directors of the Commission on National and Community Service.

September 23-30, One week of Presidential radio addresses 1991 announcing Daily Points of Light #569-575.

September 25, 1991 The first meeting of Founding Directors of the Commission on National and Community Service

September 30, 1991 The President addresses 575 Daily Points of Light who are being honored at Walt Disney World's 20th Anniversary Celebration.

President Bush announces "Communities of Light."

September 30, 1991 The National VOLUNTEER Centers are merged with the Points of Light Foundation.

October 16, 1991 The President presents the American Business Press Points of Light Awards at the White House.

October 23, 1991 The President signs Proclamation 6363, declaring October, 1991, Community Center Month.

October 29, 1991 President Bush recognizes John Fling of Columbia, South Carolina as the 600th Daily Point of Light.

November 28, 1991	The President recognizes Daily Point of Light #627, the Thanksgiving Daily Point of Light, in an audio actuality.
December 13, 1991	The President calls for the establishment of a National Center to help reduce volunteer liability.
February 21, 1992	The President recognizes Lend-A-Hand of Boulder City, Nevada as the 700th Daily Point of Light.
February 27, 1992	The President recognizes the San Antonio Spurs Drug-Free Youth Basketball League as the 705th Daily Point at an event in San Antonio, Texas.
March 31, 1992	President Bush meets with former President Carter regarding the Atlanta Project at the White House.
April 2, 1992	The President calls Reed Norman, who is served by Any Baby Can of San Antonio, Texas, the 735th Daily Point of Light, before he undergoes brain surgery.
April 27, 1992	The President signs a Proclamation designating April 27 through May 1, 1992 as National Volunteer Week.
May 1, 1992	The President honors the winners of the President's Annual Point of Light Award at a White House luncheon.
May 8, 1992	The President addresses the Community Leaders of Los Angeles at the Challengers Boys and Girls Club, which was recognized as the 766th Daily Point of Light for the Nation.
June 14, 1992	President Bush recognizes Wind River Youth Center of Pinedale, Wyoming, as the 800th Daily Point of Light for the Nation.
June 18, 1992	The Board members of the National Center for Community Risk Management and Insurance meet for the first time.
June 25, 1992	Mrs. Bush presents Staci Wietrecki of Mundelein, Illinois, with a letter recognizing her as the 811th Daily Point of Light for the Nation at the White House.
July 4, 1992	The President recognizes the Fourth of July Daily Point of Light on a network television special which also showcases three other Daily Points of Light.
August 12-13, 1992	The Office of National Service hosts a Weed and Seed briefing of U.S. Attorneys from cities all over the country to discuss replication of community initiatives.
August 17-20, 1992	"Points of Light" is the theme of one of the pavilions at the Republican National Convention.
September 1, 1992	The President announces We Will Rebuild effort aimed at stimulating private sector response to Hurricane Andrew.

September 22, 1992 The President recognizes SuEllen Fried of Prairie Village, Kansas , as the 900th Daily Point of Light.

October 28, 1992 The President signs an Executive Order instituting the Presidential Youth Service Award.

November 5, 1992 The President signs an Executive Order facilitating greater participation by Federal employees in voluntary community service.

December 31, 1992 The President recognizes Gang Peace of Boston, Massachusetts, as the 1,000th Daily Point of Light for the Nation.

January 9, 1993 The President signs an Executive Order establishing the Military Outstanding Volunteer Service Medal to recognize outstanding volunteer service by members of the Armed Forces to the civilian community.

January 14, 1993 The President and Mrs. Bush host Daily Points of Light from each of the 50 states at a White House reception to thank them for their volunteer efforts in solving our most serious social problems.

January 20, 1993 President Bush recognizes Mariucci Inner City Hockey Starter Association of St. Paul, Minnesota, as the 1,020th and his last Daily Point of Light.

Appendix B — Points of Light Institutions

The White House Office of National Service (Established 1989)	The Points of Light Foundation (Established in 1990)	The Commission on National and Community Service (Established in 1991)	National Center for Community Risk Management & Insurance (Established in 1992)
<p>SHARED VISION: To build a national movement that engage in direct and consequential services focused on solving serious social problems.</p>			
<p>MISSION: To use Presidential leadership to make community service national policy of the highest priority.</p>	<p>To call all Americans to engage in service and to cause leaders of organizations to mobilize members to serve.</p>	<p>To stimulate community service programs that meet critical human and environmental needs, and that transform the lives of young people and others who serve.</p>	<p>To reduce the deterrent effect of legal liability on community service, the to help community-serving programs control risks, improving insurance arrangements, and make informed insurance decisions.</p>
<p>STRATEGIES: Define the importance and nature of Points of Light to the public in terms that are compelling.</p> <p>Identify and recognize successful problem-solving leaders and initiatives ("what works").</p> <p>Enlist Americans to contribute their leadership to the effort (including Executive Branch officials.</p> <p>Call for and support new institutions and policy initiatives that build and strengthen the Points of Light movement.</p>	<p>Provide leaders with compelling reasons, ideals and tools for mobilizing those they influence to serve.</p> <p>Stimulate creation of community Points of Light Mobilization Centers that provide leaders with assistance and coalition-building and technical help.</p> <p>Increase media coverage and national leadership support of outstanding service efforts in order to create a public environment that changes people's attitudes about the benefits of service.</p>	<p>Encourage promising community service programs, recognize proven models, and foster widespread replication.</p> <p>Develop and support the leaders and infrastructure necessary to build a strong, diverse, innovative national movement.</p> <p>Provide and support visionary, coalition-building leadership in promoting the community service movement.</p>	<p>Dispel misconceptions about volunteer liability through publications and workshops.</p> <p>Propose changes in liability law and insurance programs.</p> <p>Identify and help replicate successful risk management programs throughout the country.</p> <p>Encourage corporate risk managers to voluntarily assist community programs.</p> <p>Encourage expansion of insurance group purchasing and risk pooling arrangements.</p>
<p>PROGRAMS: President's leadership activities</p> <ul style="list-style-type: none"> Daily Points of Light recognition Contributing leader mobilization Community of Light challenge New Institution Support (POLF, Commission, Risk Management Center) 	<ul style="list-style-type: none"> Local POL Mobilization Centers Points of Light PSAs ServLink Youth Engaged in Service (YES) Standards of Excellence/Sector Outreach Points of Light Foundation Initiatives Awards/Recognition (including President's Annual POL Award) 	<ul style="list-style-type: none"> Serve-America Higher Education Innovative Projects for Community Service American Conservation and Youth Corps National and Community Service Innovative and Demonstration Projects Presidential Youth Service Award 	<ul style="list-style-type: none"> Workshops and presentations Educational publications Model waiver forms and other liability protection materials for volunteer groups Public policy recommendations Technical assistance and advice to administrators of community service programs

Appendix C — Leaders of Points of Light Institutions

The Kean Commission

The Honorable Thomas Kean Chairman	Governor of New Jersey
Mr. Edward A. Brennan	Chairman and CEO Sears Roebuck & Company Chicago, IL
Dr. Norman A. Brown	President W.K. Kellogg Foundation Battle Creek, MI
Mrs. Frances Hesselbein	Executive Director Peter F. Drucker Foundation for Nonprofit Management New York, NY
Mr. Vernon E. Jordan, Jr.	Senior Partner Akin, Gump, Strauss, Hauer & Feld Washington, D.C.

Points of Light Foundation Board Members

The Honorable George Bush Honorary Chairman	President of the United States
Mr. John Akers*	Chairman and CEO IBM Corporation Armonk, NY
Mr. Red Elk Banks	Founder Soaring Eagles Minneapolis, MN
Ms. A. Denise Beal	Learning Services Coordinator Center for Learning & Teaching a.p.p.l.e.s. Program Chapel Hill, NC
Ms. Cathleen Black	President and CEO American Newspapers Publishers Association Reston, VA
Dr. Norman A. Brown	President W.K. Kellogg Foundation Battle Creek, MI

Mr. Raymond G. Chambers* Founding Chairman	Chairman Amelior Foundation Morristown, NJ
Dr. Johnetta Cole*	President Spelman College Atlanta, GA
Ms. Marva N. Collins*	Founder Westside Preparatory School Chicago, IL
Mr. Lodwick M. Cook	Chairman and CEO ARCO Los Angeles, CA
Mr. Michael Eisner*	Chairman and CEO The Walt Disney Company Burbank, CA
Mr. Roberto C. Goizueta*	Chairman and CEO The Coca-Cola Company Atlanta, GA
Mr. Louis Gossett, Jr.	President Logo Entertainment, Inc. Beverly Hills, CA
Ms. S. Kim Grose*	Founder Stanford Project on National Service Stanford, CA
Ms. Lynda Guber	Co-Founder Education First Culver City, CA
Mrs. Marian L. Heard Vice Chair	President United Way of Massachusetts Bay Boston, MA
Dr. James A. Joseph* Vice Chair	President and CEO Council on Foundations Washington, DC
Ms. Margaret E. Kuhn*	Founder The Gray Panthers Philadelphia, PA
The Reverend Edward A. Malloy*	President The University of Notre Dame Notre Dame, IN

Ms. Cynthia Mayeda	Chair, Dayton Hudson Foundation Minneapolis, MN
Dr. Sybil Mobley	Dean School of Business & Industry Florida A&M University Tallahassee, FL
Mr. J. Richard Munro	Chairman of the Executive Committee and Co-Chairman Time Warner, Inc. Stamford, CT
Mr. Brian O'Connell*	Founding President Independent Sector Washington, DC
Dr. James Renier	Chairman and CEO Honeywell, Inc. Minneapolis, MN
The Honorable George Romney*	Chairman The National VOLUNTEER Center Bloomfield Hills, MI
Mr. James W. Rouse	Chairman The Enterprise Foundation Columbia, MD
Mr. Richard F. Schubert	President and CEO The Points of Light Foundation Washington, DC
Mr. Donald Staheli	President and CEO Continental Grain, Inc. New York, NY
Mr. Robert C. Wright*	President and CEO National Broadcasting Company New York, NY

*Founding Director

**Commission on National and Community Service
Board of Directors**

The Reverend William James Byron, S.J.	Former President Catholic University of America Washington, DC
Mr. Tom Ehrlich Chairman	President Indiana University Bloomington, IN
Ms. Maria Hernandez-Ferrier	Former Executive Director for Special Programs Southwest Independent School District San Antonio, TX
Mrs. Frances Hesselbein	President and CEO Peter F. Drucker Foundation for NonProfit Management New York, NY
Mr. Alan Khazei Vice-Chair	Co-Founder City Year Boston, MA
Dr. Reatha Clark King	President and Executive Director General Mills Foundation Minneapolis, MN
Dr. Leslie Lenkowsky	President Hudson Institute Indianapolis, IN
The Honorable Paul N. "Pete" McCloskey	Attorney Menlo Park, CA
Mr. Wayne Meisel	Executive Director The Corella and Bertram Bonner Foundation Princeton, NJ
Mr. Richard "Digger" Phelps	Former Head Basketball Coach University of Notre Dame South Bend, IN
The Honorable George Romney	Chairman The National VOLUNTEER Center Bloomfield Hills, MI
Mrs. Patricia Rouse	Co-Founder The Enterprise Foundation Columbia, MD

Ms. Shirley Sagawa
Vice-Chair

Chief Counsel for Youth Policy
City Year
National Women's Law Center
Washington, DC

The Reverend Johnnie Smith

Founder
Evangelistic Temple Church
Greenville, SC

Mr. Glen White

Director of Training
Research & Triangle Center on
Independent Living
Lawrence, KS

Mr. Robert Woodson

President
National Center for
Neighborhood Enterprise
Washington, DC

Ms. Karen Young

National Meetings Director
Campus Outreach Opportunity League (COOL)
St. Paul, MN

National Center for Community Risk Management & Insurance Board of Directors

Mr. Solon Cousins
Chairman

President
National Center for Community
Risk Management & Insurance
Winnetka, IL

Mr. Stanford Cloud

Vice President/Executive Director
Aetna Life & Casualty Foundation
Hartford, CT

Ms. Margaret Gates

National Executive Director
Girls Incorporated
New York, NY

Mr. Sheldon L. Goldberg

President
American Association of Homes
for the Aging
Washington, DC

Mr. Herbert Houston

Chief Executive Officer
Haight Ashbury Free Clinics
San Francisco, CA

Ms. Valerie Lies

President
Donors Forum
Chicago, IL

Ms. Yvonne Norton Leung

State Risk Manager
Office of Risk Management
State of Nebraska
Lincoln, NE

Ms. Shirley Sagawa

Chief Counsel for Youth Policy
National Women's Law Center
Washington, DC

Mr. Richard Shinn

Retired Chairman and CEO
Metropolitan Life
New York, NY

Mr. Leonard Stern

Former Executive Director
National Assembly
Chevy Chase, MD

Mr. Peter Swords

Executive Director
Nonprofit Coordinating Committee
New York, NY

Appendix D — Selected Statements by President Bush on the Points of Light Movement

"This is America . . . a brilliant diversity spread like stars, like a thousand points of light in a broad and peaceful sky."

(August 18, 1988)

"I will keep America moving forward, always forward — for a better America, for an endless enduring dream and a thousand Points of Light."

(August 18, 1988)

"My friends, we have work to do. There are the homeless, lost and roaming. There are the children who have nothing — no love and no normalcy. There are those who cannot free themselves of enslavement to whatever addiction — drugs, welfare, the demoralization that rules the slums. There is crime to be conquered, the rough crime of the streets. There are young women to be helped who are about to become mothers of children they can't care for and might not love."

(January 20, 1989)

"I have spoken of a thousand points of light — of all the community organizations that are spread like stars throughout the nation, doing good."

(January 20, 1989)

"I challenge every American who cares about the future of this country to get involved. Find a place or an organization or even a single life where you can make a difference for someone else."

(April 10, 1989)

"As President, I want to promote . . . basic values . . . And that is why we have opened the Office of National Service, which is leading our Administration's national service movement. This office will encourage partnerships between all levels of government, private enterprise, and the voluntary organizations. It's going to take things that work and carry them to the Nation. And it will enlist new volunteers in community-based efforts to combat urgent social problems."

(April 11, 1989)

"We've done much. But we must do more . . . And that's why I have opened, at the White House, the Office of National Service. This office is leading my Administration's community and national service efforts."

(April 12, 1989)

"A simple fact in America today is that too many people are free-falling through society with no prospect of landing on their feet."

(June 21, 1989)

"When it comes right down to it, what you want — what all of us want out of life — are two things: meaning and adventure. . . . you can find what you're looking for in helping others. If you walk this path with me, I promise you a life full of meaning and adventure."

(June 21, 1989)

". . . Regardless of the life that you are now living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

(June 21, 1989)

"There is no problem in America that is not being solved somewhere."

(June 22, 1989)

"Today, millions of Americans, the quiet Americans, the selfless Americans, are giving of their time and themselves, and they work at day care centers and inner-city schools, homes for the elderly — anywhere there's a need, anytime they are needed — making a difference in the lives of those for whom the American dream seems an impossible dream."

(June 22, 1989)

"Most Americans understand that the key to constructive change is building relationships, not bureaucracies."

(June 22, 1989)

"Today, more than ever, we need community service to help dropouts, pregnant teens, drug abusers, the homeless, AIDS victims, the hungry and illiterate. Often they are disadvantaged, and as their communities disintegrate around them, they become disconnected from society."

(June 22, 1989)

"Our challenge, then is to raise their spirits and their expectations by engaging each citizen, school and business and church, synagogue and service organization and civic group. For this is what I mean when I talk about a thousand points of light — that vast galaxy of people and institutions working together to solve problems in their own backyard."

(June 22, 1989)

"I am here today to ask both sectors, private and public — and all branches of all levels of government — join this great movement to extend national service into every corner of America. For it's a movement — bold and unprecedented. This is not a program, not another bureaucracy."

(June 22, 1989)

". . . let me tell you the strategy of this movement. First, to issue a call to action and to claim problems as our own. Second, to identify, enlarge, and recreate what is working. And third, to discover and encourage new leaders."

(June 22, 1989)

"So today, I ask all Americans and all American institutions, large and small, to make service central to your life and work. I urge all business leaders to consider community service in hiring, compensation, and promotion decisions. I call upon nonprofit and service groups to open your doors to all those who want to help, irrespective of age, background or level of experience. And leaders of high schools and colleges, I urge you to uphold the values of community service and to encourage students, faculty, and personnel to serve others."

(June 22, 1989)

"And our mission is to achieve nationally what they're doing locally."

(June 22, 1989)

"We call this catalyst the Points of Light Initiative — a foundation of which I will serve as honorary chairman and that will help make our movement a reality."

(June 22, 1989)

"From now on in America, any definition of a successful life must include serving others."

(June 22, 1989)

"I would like to call on all of you to reach out to people in your community — go to them one-to-one. I'm asking you to join with me to initiate a new era of volunteerism."

(September 12, 1989)

"For the news media, I made a special request because no other institution in America has the unique ability of the media to shape public attitudes, to heighten awareness, to mobilize people for action. And I ask members of the media to remind Americans that illiteracy, drug abuse, homelessness, hunger, and other social problems do have solutions. . . . Imagine the impact if every single newspaper and magazine and television and radio station and cable system found and recognized a thousand Points of Light." (November 22, 1989)

"Everyone has a gift to give. And every one of us has a special talent that can help solve America's problems."

(November 22, 1989)

"First, build a firm foundation. Find out what is working in your industry — in your profession — in your community. Let your members know which community service programs are most effective — and challenge them to make them a blueprint for their own efforts."

(March 6, 1990)

"The growth and magnification of Points of Light must now become an American mission. Today, we're not creating a program; we're adding a new dimension to a national movement. Block by block, neighborhood by neighborhood, life by life, we can reclaim those living in darkness. And with every American's help, we will."

(March 30, 1990)

"It is increasingly clear to more and more Americans that our greatest social problems will only be solved by the active engagement of millions of individuals and tens of thousands of groups and institutions who have never been involved in these problems, and who will never be compensated one nickel for their work."

(June 4, 1990)

"I am committed to making community service national policy of the highest priority. Drug abuse, illiteracy, homelessness, AIDS, environmental decay, and hunger must no longer be seen as someone else's problems for someone else to solve. To be a Point of Light is to measure your own success by what you do for someone else. Community service must become part of our daily pattern of living."

(June 4, 1990)

"Government cannot rebuild a family or reclaim a sense of neighborhood, and no bureaucratic program will ever solve the pressing problems that can be addressed by a vast galaxy of people working voluntarily in their own backyards. The Points of Light Foundation will help this galaxy to grow and flourish in the years ahead."

(November 16, 1990)

"Well, every young person has a gift to give to someone in need, and America needs your gifts now as never before. And so to all young Americans I say, answer the call to serve your community and be a star."

(November 29, 1990)

"The needs of our Nation are so great that the Points of Light Foundation seeks to make direct and consequential service aimed at serious social problems central to the life and work of every American. To achieve this goal, most institutions will need to adopt a new way of thinking. They must come to see solving these social problems as not just the responsibility of government and nonprofit organizations. Institutions will have to refine their missions to include the engagement of all of their members in community problem solving."

(December 13, 1990)

". . . I call on the nonprofit community to support a private, nongovernmentally-controlled national volunteer risk management center, a central place to which volunteer organizations can turn for advice and for assistance."

(December 13, 1990)

"As part of my commitment to advance the Points of Light movement, I'm determined to help remove barriers to service. No obstacle — no obstacle is more chilling than the fear of personal liability and the high cost of insurance to protect against liability. Often programs are curtailed or those contemplated are not undertaken because of the fear of personal liability — outrageous claims often about personal liability."

(December 13, 1990)

"America has always led by example. So who among us will set this example? Which of our citizens will lead us in this next American century? Everyone who steps forward today — to get one addict off drugs, to convince one troubled teenager not to give up on life, to comfort one AIDS patient, to help one hungry child."

(January 29, 1991)

"We have within our reach the promise of a renewed America. We can find meaning and reward by serving some higher purpose than ourselves, a shining purpose, the illumination of a Thousand Points of Light. And it is expressed by all who know the irresistible force of a child's hand, or friend who stands by you and stays there, a volunteer's generous gesture, an idea that is simply right."

(January 29, 1991)

"We all have something to give. So, if you know how to read, find someone who can't. If you've got a hammer, find a nail. If you're not hungry, not lonely, not in trouble, seek out someone who is."

(January 29, 1991)

"The generous spirit of the American people has produced in this country a great and long-standing tradition of voluntary service."

(March 1, 1991)

"This is the genius of America — ordinary Americans doing extraordinary things."

(June 12, 1991)

"It requires all three forces of our national life. First, it requires the power of the free market; second, a competent, compassionate government; and third, the ethic of serving others, including what I call the Points of Light. These three powerful forces create the conditions for communities to be whole and free — and it's time that we harnessed all three of them."

(June 12, 1991)

"Every person, every business, every school board, our associations, our clubs, our places of worship — we all have the duty to lead."

June 12, 1991)

"Points of Light is a call to every American to serve another in need. But no one of us can solve big problems like poverty or drug abuse all by ourselves. Only the combined light from every school, every business, place of worship, club, group, organization in every community can dissolve the darkness."

(June 12, 1991)

"Look at these Points of Light for themselves. But also try to imagine something more. Imagine if all of them left their hometowns . . . and moved to one community. What would happen? In a few weeks that place would be utterly transformed — because everyone would explore their genius for helping others — and enriching their own lives in the process. . . . A community like this — one in which every person, every group, every institution gave even a small part of their time in service to others — would become a 'community of light.'"

(June 12, 1991)

"For young Americans . . . service can be a profound expression of their idealism that we so often associate with young people. The young Points of Light are going to have a lot to tell you, I'm sure, about how their generation is expressing its idealism through direct and consequential action."

(September 30, 1991)

"Choose your gift and share it. That's how every person in this country can have an adventure as exciting and meaningful as any in their lives."

(September 30, 1991)

"Drug abuse, illiteracy, homelessness, AIDS, environmental decay and hunger must no longer be seen as someone else's problems for someone else to solve. To be "a Point of Light" is to measure your own success by what you do for someone else."

(January 4, 1992)

"Other examples of our Federal commitment to promoting volunteerism include . . . the Commission on National and Community Service, the Points of Light Foundation, and, of course, the Office of National Service here at the White House."

(April 8, 1992)

"Together there is nothing — drugs, poverty, loneliness — that we cannot overcome."

(April 24, 1992)

"I urge each of you to step forward, to take this country's future in your own hands and become a Point of Light. And I ask leaders of businesses, places of worship, schools, neighborhoods, other organizations to lead their members towards the bright goal of service."

(May 1, 1992)

"Government alone cannot create the scale and energy needed to transform the lives of the people in need. . . . And so it only makes sense that a large part of our challenge is to dramatically expand in community after community the scale of what we already know works."

(May 8, 1992)

“ . . . community centers must link those that care with those that are crying out for help.”

(May 8, 1992)

“ . . . the media needs to show from time to time what’s working, needs to cover what is working. And that way would help us share, that would really help us share and repeat these successes many time over.”

(May 8, 1992)

“We must praise what works and share what works.”

(May 8, 1992)

“ . . . all leaders — all leaders — must mobilize and inspire their people to take action.”

(May 8, 1992)

“ . . . we’ve got to change our liability laws that frighten people away from helping others. We ought to care for each other more and sue each other less.”

(May 8, 1992)

“America needs legal reform to put an end to these outrageous court awards that sap our economy and strain our civility. We’ve gotten to the point where doctors won’t deliver babies, where fathers are afraid to coach Little League, all because of the fear of some frivolous lawsuit.”

(May 11, 1992)

“There’s another great and dynamic movement transforming our country. It’s a volunteer movement of ordinary people solving problems right where they live, millions of courageous people taking direct and consequential action on their own. This is how we create whole and good communities. And lest anyone forget, under my Presidency, this movement, this big idea is a national crusade. The real heroes of America, God bless them, are the ones we call Points of Light, one American helping another solve these problems.”

(June 20, 1992)

“On January 20th, Barbara and I will head back to Texas. For us there will be no more elections, no more politics. But we will rededicate ourselves to helping others, because after all that is the secret of this unique American spirit.”

(November 7, 1992)

“There are no magic outside solutions to our problems. The real answers lie within us. And we need more than a philosophy of entitlement, we need to all pitch in, lend a hand, and do our part to help forge a brighter future for this country.”

(November 7, 1992)

