

The Volunteer

by Leo Perlis, National Director
AFL-CIO Department of Community Services

As we approach our bicentennial, many Americans are beginning to question the traditional role of the volunteer in our society.

The traditional role, of course, is one of giving – the giving of one's self to one's fellowmen. It is the giving of time, money and human effort – without compensation.

Since the earliest days of the Republic, the volunteer was, indeed, the first wonder of America. Volunteer groups so fascinated that very perceptive French student of America, Count Alexis de Tocqueville, that, more than 125 years ago, he wrote that he "often admired the extreme skill they show in proposing a common object for the exertions of very many and in inducing them voluntarily to pursue it."

There were many reasons why many Americans volunteered. They had to do not only with economic necessity and common humanity but with the Judeo-Christian ethic as well.

Indeed, the volunteer was his brother's keeper. He was the Jimmy Higgins of organized labor and the big brother of the orphan. She was the grey lady in the Red Cross and the den mother to the cubs. The volunteer was the giver of blood to the sick, the eyes of the blind and the crutch of the lame. The volunteer was everywhere – fire-fighting, sand-bagging, fund-raising and doorbell-ringing – doing what was required of him in good times and in bad times.

It was a more innocent day – when compensation was counted only in cash and not in publicity, celebrity, good business or social status. It was a time when volunteers were more concerned with credit in heaven than with credit on their income tax forms. It was a time when the phrase "psychic compensation" was not yet in vogue.

In an era when discussion of volunteerism was an exercise reserved for do-gooders in social welfare forums, even the Lords and Ladies Bountiful of Big Business and High Society volunteered without much self-consciousness. It was in the best tradition of noblesse oblige.

More recently, however, activist groups – business, labor, government and women's lib – have joined the lady-like discussions of the past and turned them into small donnybrooks.

The role of government in encouraging volunteerism was expanded last year by Congress with the adoption of Public Law 93-113. Title 1, Part C, Section 122 of the act authorizes ACTION "in certain program areas to stimulate and initiate improved methods of providing volunteer service (to) encourage wider volunteer participation . . ."

Here several questions are raised: Isn't volunteerism the antithesis of government? What role, if any, should government play in encouraging volunteerism? Should ACTION pay its "volunteers" in the Peace Corps and Vista? Are paid volunteers really volunteers? Isn't it paradoxical for government to concern itself with volunteerism? Or is this the genius of the democratic society?

Business, in a general way, is ideologically pitted against government intervention in private affairs. Volunteerism, ac-

cording to business, is very much a private affair. A volunteer is no longer a volunteer if he works for the government bureaucracy, directly or indirectly. Voluntary action is no longer voluntary if it is funded by government. The two, so they say, are fundamentally irreconcilable. Chairman George Romney of the National Center for Voluntary Action takes the position that, under no circumstances, should the government be permitted to fund the operating costs of a voluntary agency.

Trade unions, originally founded by volunteers, are concerned with a) unscrupulous employers exploiting volunteers for free labor, and b) the use of volunteers as strike breakers. Both concerns are most vividly apparent in nonprofit service industries, including hospitals, nursing homes, day care centers, schools, recreation centers and social welfare agencies. And yet, the labor movement itself relies on volunteers for its political and community service activities as well as in organizing the unorganized. This year, for example, the large Brotherhood of Carpenters launched a major organizing drive based largely on volunteer manpower.

There is no precise count, but it is generally conceded that women constitute a majority of the estimated fifty million American volunteers. But the millions of hours of free service given yearly by these volunteers have been challenged recently by the National Organization of Women. Apparently, NOW feels that the woman volunteer is simply another form of sexist exploitation – free labor. While NOW approves 'volunteer power' to "change policies detrimental to the interests of women" it does not approve "band-aid" volunteerism. I take it that 'band-aid' volunteerism includes rolling bandages for the Red Cross but does not include picket line duty.

Well, what does one make of it all? Evidently, the role of the volunteer in our society has been changing so imperceptibly that nobody paid much attention to it. Certainly, deductions allowed by the Internal Revenue Code helped to make philanthropy and volunteerism somewhat profitable. The quest for material gain (what's in it for me?) has reduced the value of selfless service. Competition for jobs among workers especially in lower income service industries has made volunteerism not only suspect but threatening. The drive for economic equality and for social status has tended to downgrade volunteer work as meaningless simply because it is unpaid.

And yet – the question must be asked: can there be a humane society without volunteers? Can there be a democratic society without voluntary action? Can there be a free society without voluntarism? I think not.

As we approach our bicentennial, it may be wise for the agencies directly concerned with volunteer effort to form a joint commission on volunteerism to study the changing role of the volunteer and its impact on the American way of life. It may even be wiser to provide the people with free choice of opportunities for service – and to handle each problem on its own merits. But to downgrade and condemn the volunteer is to downgrade our best instincts and to condemn our free society.

'Special' Families Get A Break With Volunteer Respite Care

by Judith Williamson

Families with a retarded, physically handicapped child rarely take a vacation. It's hard to find a babysitter in order to go shopping or to the dentist, much less have an occasional night out. And what about a family emergency — a death, a sudden illness, the birth of a baby? If child care is unavailable, the result may be premature, permanent institutionalization of the handicapped child.

Programs in Kansas, Virginia, Ohio, and the District of Columbia are expanding the options of families with developmentally disabled children by providing respite care. Although differing in particulars, they are all inexpensive services that rely on specially-trained community volunteers.

Reduce Institutionalization of Special Children (RISC)

RISC is a federally-funded program in Johnson County, Kansas, which makes available temporary foster homes where children may be placed for a weekend or for up to four weeks a year.

All temporary foster parents are trained by the Johnson County Mental Retardation Center and must be licensed as foster parents by state and local authorities. Some are grandparents, some have small children or teenagers, others are newly married with no children. One is a divorced, single parent.

Matching the child and the temporary foster parents is done very carefully by Mrs. Ozella Willis, the RISC Project Director. Two or three weeks before the placement, the natural parent, foster parent and child have at least one get-acquainted visit.

Temporary foster parents are paid \$10 per day through the Johnson County Mental Retardation Center. But the payment is regarded as token by both natural and foster parents, considering the amount of work and responsibility involved.

Mrs. Willis explains, "Foster parents may have to drive a child all the way across town every day during the placement so that he can attend a special program or camp he's enrolled in." Mrs. Willis added that in some cases, the foster parents must be up all night with a child. Even so, some foster parents return the money to RISC "because they don't want to be paid for what they do."

Judith Williamson is on the staff of the NCVA Clearinghouse.



Photo by Sister Maria Battaglia, A.S.C.J.

Mrs. Marilyn Uppman, who along with her husband are volunteer foster parents, feels that "it makes the natural parents a little more comfortable about leaving the child to know that the foster parents are at least paid a little."

This feeling is supported by Mrs. Dave Kebert, the mother of a two-year-old requiring total care. "I wouldn't ask family or friends to keep her — they'd feel obligated and wouldn't say no." She and her husband left Lisa with a RISC family this summer and took their other child on a three-day vacation — the first they've had since Lisa was born.

A person with a unique perspective on the program is Mrs. Patricia Kilpatrick. Mrs. Kilpatrick has an eight-year-old daughter who is developmentally disabled, and she decided to volunteer to be a temporary foster parent as the result of her own experiences in raising an exceptional child.

"Until she was two-and-a-half, I was up day and night with her. Now she sleeps nights and I thought I could help someone who was going through those first difficult years," she said.

Both natural and foster parents agree that taking part in the RISC program has been a positive and, in many cases, enlightening experience. Although many temporary foster parents decided to

volunteer for the program because they work with the handicapped professionally, or have a handicapped friend or family member, few realized how time-consuming it is to care for a severely disabled child. And natural parents had to learn that, contrary to their instincts, someone else could care for their child, competently and lovingly.

RISC is funded by a one-year grant from the Department of Health, Education and Welfare's C.A.I.R. (Community Alternatives and Institutional Reform) program. Even though the federal funding for RISC expires in December 1974, the project will be continued by the Johnson County Mental Retardation Center. Parents will be charged up to \$10 per day on a sliding scale.

Nationwide, a number of residential centers for the retarded offer respite care on a space available basis. But because of the paper work involved, institutions are rarely able to handle emergencies.

"Respite care is more than having a few beds set aside in an institution," says Doris Haar, Chief of Program Development for HEW's Developmental Disabilities Division. She would like to see more programs like RISC, as well as more babysitting and homemaker services in the home. She added, "Respite

care is not just for the family, although that's the way it's normally thought of — it's for the child, too."

Childcare Assistance Program for Special Children (CAPS)

CAPS began as the 1970 service project of the Town and Country Junior Women's Club in Fairfax, Virginia. Volunteers, called registry members, are recruited from the community and trained by a registered nurse. A paid, part-time registrar matches registry members with children. The modest fee schedule is set by CAPS, but registry members are paid directly by the parents. CAPS presently receives matching funds from state and local mental health-mental retardation services boards and funding from the Northern Virginia Association for Retarded Citizens, individuals and a service group.

Stepping Stones Center for the Handicapped

The Stepping Stones Center in Cincinnati, Ohio involves hundreds of volunteers in its camping and recreation programs for the disabled. It is the referral point for a sitters service sponsored by a number of community agencies.

A sitters training course is the key to the program's success. In addition to training, prospective sitters are required to observe one of Stepping Stones' programs.

Stepping Stones matches requests geographically and by the recipient's handicapping condition, giving the family the names of several sitters. The family chooses one and arranges time, place and rate. The sitters service cares for all ages, from infants to geriatric patients.

Home Care Services for the Handicapped, Inc. (HCSH)

HCSH is an outgrowth of a community needs study conducted by St. John's Episcopal Church in Washington, D.C. Two HCSH boardmembers, a psychology professor and special educator, who is director of a day center for the retarded and developmentally disabled, are co-directors of the training program for registered aides.

Most aides are willing to take less than the usual low fee or to volunteer their services occasionally to families in financial need. The program has expanded its initial focus to care for handicapped adults and the elderly as well as children.

For further information on these programs, contact the Clearinghouse, NCVA, 1785 Mass. Ave. N.W., Washington, D.C. 20036. Also, see book review section on page 12 for resources relating to the care of handicapped children.

Detroit Professionals Focus on Inner-City

When Woodward East, a well-known community development group in Detroit, embarked on plans to revitalize an entire neighborhood in time for the nation's bicentennial, the group could not foresee many of the problems it would encounter.

Plans included the building of low and moderate income housing as well as the preservation of historical buildings within the area. Vital to its planning was the necessity of fund-raising, from public and private sources, along with the many complicated details involved in the various phases of housing and economic development.

While the group was successfully operating a low-income multi-family apartment dwelling, which it had bought and rehabilitated on its own, the realization that they would need outside assistance with their more challenging neighborhood project prompted them to turn to another community group — the Professional Skills Alliance.

The Professional Skills Alliance (PSA) is a unique community organization which offers volunteer professionals in a wide range of fields to community groups that lack and cannot afford to pay for such expertise. Accountants, lawyers, social planners, architects, housing administrators and artists are only a few of the kinds of professionals who volunteer with PSA. Ms. Dorothy Brown, executive director of PSA, points out that "we must speak in terms of a multi-disciplinary service center when referring to the type of services PSA provides."

Thus, when the Woodward East Projects approached PSA in 1972, several kinds of volunteers were tapped, resulting in a variety of services to the Project. A fund-raiser was obtained to raise the money for a film that would publicize the community's efforts to build a racially and class-integrated neighborhood. An architect provided assistance with the construction of an ice cream parlor that would contribute to the Project's self-support. And a lawyer helped with the processing of a 501 (c) (3) application to the Internal Revenue Service for tax-exemption.

In addition, the joint efforts of PSA and Woodward East in the area of securing funds for the new housing and restorations have produced several hundred thousands of dollars in grants from both government and private sources.

Founded in 1970 by John E. Mogk, a professor at Wayne State University Law School and NCVA National Volunteer

Awards finalist last year, PSA was seen as a direct response to the need for community development in Detroit. Its first grant of funds was provided by New Detroit, Inc., which was formed by a group of civic leaders in the aftermath of the city's upheavals in the late '60's.

In its four years of existence, PSA has served 324 community-based projects. The key to obtaining PSA's services, according to Ms. Brown, is "a commitment and willingness, on the part of each group, to serve their prospective neighborhoods in the struggle for improved economic, social and physical life for all." PSA carefully reviews each group's request and screens for a demonstration of past accomplishments and plans for carrying out future goals. Each group must also be nonprofit.

Wayne County Neighborhood Legal Services offers a case in point. It is a non-profit organization which provides free legal services to those who cannot afford them. The legal services office appealed to PSA for technical assistance in a work-related area, which involved placing the responsibility for fraudulent sales of property to low-income families on the realtors. They wanted these realtors to either bring the properties up to code standards or reimburse the clients.

PSA responded with an architect to document the structural soundness of these homes. An appraiser was sought to determine the actual worth of the dwellings in order to compare it with the actual selling price. And a contractor was provided to prepare a cost analysis for repairs on the faulty equipment and structure of the dwellings.

Besides providing direct assistance through its "bank" of volunteers, there is a self-help aspect to PSA's operations. PSA teams have prepared a standard format for data collection to be used by groups preparing funding proposals. Guidelines for attorneys who assist community groups to secure IRS tax-exempt status and for accountants who help groups set up inexpensive and efficient bookkeeping systems have also been prepared. The Alliance also conducts training seminars for volunteers and groups.

PSA bears the distinction of being a community group in existence to serve other community groups. In addition, the Alliance acts as a kind of clearinghouse for *professionals* who want to volunteer their skills.



Washington, D.C.
Volunteers man the phones
during station WETA's
Pledge Week, and listen to
producer Dave Prowitt brief
them on audience response
for a special on health care.



Public Broadcasting Volunteers

by Margo Tyler

Probably no "institution" in our country today offers more diverse opportunity for volunteer involvement than public broadcasting.

Despite the highly technical and professional operations of broadcasting, the volunteer activity does not necessarily require special skills. It does require an interest in helping to make this medium of communications the vital and constructive voice in our society that we the people intended when Congress enacted the Public Broadcasting Act of 1967.

Volunteer activity takes many forms and reaches from the local station to the national scene.

In Spokane, WA., for example, a call for volunteers went out from Channel 7 when budget problems threatened station operation. The immediate response brought volunteers to operate the switchboard, serve as receptionists, assist in writing and mailing the monthly program schedule and develop a solid corps of volunteers.

The men and women who responded to that call included many who had both time and talent to become even more involved. One has become a member of the staff as a producer. Another is taking leadership in developing local programming to follow national programs in the area of health, and another has influenced her organization, the Junior League, to sponsor and get additional funds for public broadcasting coverage of the legislature on a state-wide basis.

At KETC-TV in St. Louis, the concept of volunteer involvement in programming started back in 1966 with the formation of a Viewers Advisory Committee. More than 75 representatives of local organizations meet monthly to give advice on programming to help alert the community to special interest programs. At the same time, another group of volunteers — ranging in age from 16 to 60 — is organized to help with the monthly bulletin, answer telephones on pledge nights, and do the thousand and one jobs that are a vital part of the daily routine of running a station.

Margo Tyler is Chairperson of the Community Outreach Program of the Advisory Council of National Organizations to the Corporation for Public Broadcasting and Director of Communications for the National 4-H Foundation.

To coordinate volunteer activity, public broadcasting has strong nationwide organization. The National Friends of Public Broadcasting concerns itself primarily with building audiences and financial support. These energetic men and women have become involved in a wide variety of community projects that go beyond "broadcasting." For example, in Chicago, Friends of Channel 11 distributed 200,000 ballots for the Regional Transit Authority to survey community attitudes and tabulated the results.

Another highly influential group at the national level is the Advisory Council of National Organizations to the Corporation for Public Broadcasting — consisting of representatives of 45 major voluntary professional, religious and educational organizations with a combined membership in the millions.

Formed in 1969, the Council has not only had strong impact on programming and policy at a national level, but has extended its efforts through a community outreach program to involve membership in more action at the local level. (NCVA has been a member of "ACNO" and has participated in its community outreach program.)

Significantly, the managers and board members of the local stations throughout the nation have welcomed these efforts and have been responsive to the concerns and interests of the community leaders. Volunteers have become the eyes and ears of the professionals . . . keeping the pros up to date on needs and interests and making sure that no segment of the community is being ignored.

When public radio station managers were asked if they wanted a "community outreach" effort by the Advisory Council, their response was enthusiastic. At WKAR in East Lansing, Mi., the station manager wanted people to serve as resources for participating and producing programs on local issues. In Maryville, Missouri, Station KXCX needed help in community affairs. Many stations want help in ascertaining public needs, fund raising and public awareness.

In the community outreach program, the advisory council developed some guidelines which could apply to any who wish to become involved as a volunteer in public broadcasting:

1. Find out about your local station — who holds the license, who serves on the

governing board, how it is funded and staffed, and what volunteer group may already be in operation.

2. Look and listen to public broadcasting programming . . . and be prepared to make suggestions for ways in which additional segments of the community can be served.

3. Make an appointment with the station manager or volunteer coordinator to mutually discuss his or her needs for volunteers — and your talents and interests.

4. Follow through on any commitment with a willingness to do some of the "nitty gritty" jobs, as well as to gain understanding of its potential.

Public broadcasting belongs to all people. But unless you are willing to assume responsibility for that ownership and to take an active part in its development, it cannot possibly realize the potential of creative programming which strengthens the values which we cherish in our voluntary democratic society.

VACs, VBs Add Support

Voluntary Action Centers and Volunteer Bureaus can be a useful base in providing needed volunteers for support of local public broadcasting stations.

They may also help in:

- alerting a particular segment of the audience to a program which may be of interest to them;
- determining what programming services are likely to be most responsive to the public's needs;
- channelling interested talent from the community to the station;
- and exploring new resources to help provide the programming services called for.

The Corporation for Public Broadcasting has sent a list of all VAC and VB directors to all public radio and television station managers. VAC and VB directors are, in turn, encouraged to contact their local public broadcasting stations.

Student Volunteers Put Tallahassee VAC 'On the Map'

How does a new organization with limited funds and staff begin to establish itself in the community?

One way is to enlist the help of college students, who not only gain practical experience in the field of public relations but obtain course credit for the work as well.

That is what a new VAC in Tallahassee, Florida did, with results that went far beyond the mere issuing of a press release.

The Voluntary Action Center of Leon County (Fla.) officially opened its doors on April 1. At the same time, the Spring class of Advertising 381 in Florida State University's Mass Communications Department adopted the VAC for its advertising campaign project. The idea was suggested by a student who was doing volunteer work for the VAC. Previous classes had worked on theoretical campaigns, but the new VAC provided students with the opportunity of carrying out a *real* campaign. And according to Professor Jay Rayburn, this project was by far the most successful.

The class set two main goals for its campaign — to create a general awareness of the VAC and to inform various target groups of how they could become involved in the VAC's programs. The class then divided itself among the eight selected target groups, which included the handicapped and retired; government employees and military personnel; the rural population; and students at all levels.

The students did a thorough job of identifying the target groups and developing specific strategies geared

toward each group's special characteristics.

For the rural segment, for instance, a check with the Tallahassee Chamber of Commerce demographic data revealed that only 1% of the county's employees were in agriculture. This meant that the majority of the rural residents were commuters. Hence, radio public service announcements were planned for early morning commuter hours as well as an interview with a VAC representative on an early morning talk program.

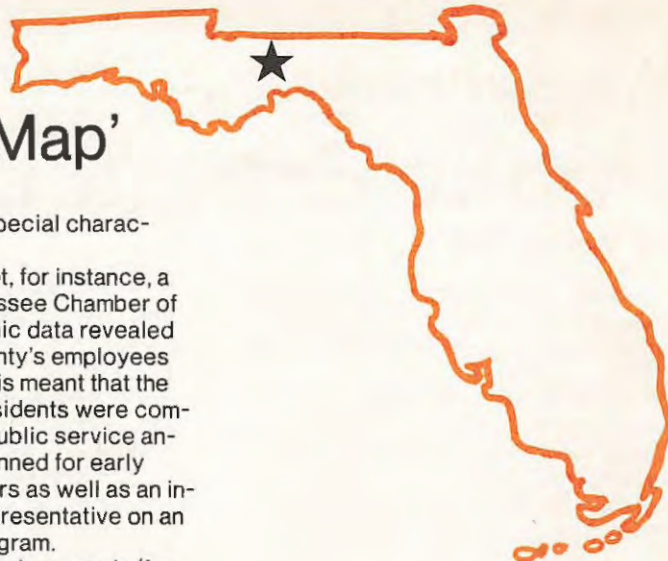
Utilizing billboards and car cards (for busses and taxis) and hanging posters in frequented areas such as shopping centers, post offices, churches, and schools were other suggested means of publicizing the VAC in the spread-out rural areas of the county.

Since Tallahassee is the state capitol and the seat of Army, Air Force, Navy and Marine reserve units, government employees and military personnel make up one of the key target groups. The students were able to place announcements in the various newsletters for employees and to elicit support from the Governor's office for public service announcements by the Governor and other important state officials, particularly those seeking re-election.

The students also spent some time producing a variety of publicity materials. Brochures, fliers, posters and bumper stickers were printed and distributed. They cut radio and TV announcements and developed the scripts for video tapes. Drafts of letters for women's clubs and news releases announcing the VAC program were printed and sent out.

Sue Hanlon, director of the VAC, is highly pleased with the resultant publicity her program has received. She points out how the strategy information and materials have also enabled them to share it with other agencies, including the newly-created Office of Volunteers in the Division of Health and Rehabilitative Services, the state's largest agency. Another indicator of the program's success was the VAC's co-sponsorship of a public relations conference in September for groups interested in gaining such expertise.

What's more — the Fall class has asked to continue work on the VAC project, developing more in-depth strategies for reaching high school students and for "that hidden group," as Sue Hanlon calls it, "who are not members of anything." Their work will tie in with the VAC's Fall recruitment campaign, in which the impact of the students' project, Ms. Hanlon feels, should be fully realized.



IT TAKES LITTLE to provide a volunteer with something that will knit her or him to volunteering. For instance, a "campaign" button pin bearing the NCVA logo and the word volunteer—all in the standard red-on-white print. An order form at right gives you the opportunity to obtain the buttons at minimal cost.

Volunteer Logo Pins
National Center for Voluntary Action
1785 Massachusetts Ave., N.W.
Washington, D.C. 20036
ATTN: Communications Dept.

Please send _____ lot(s) of 100 pins at \$3 per 100 to:

Name _____

Street _____

City _____ State _____

Check for the total amount of \$ _____ is enclosed.
(No C.O.D.s, please.)



Volunteers, Computers Have Finally Met

by Helga Roth

The computer, like other sophisticated technologies, evokes a host of feelings in people: fear of its poorly understood potential; hopes that it will be a panacea for problems; hostility and enmity because of its vaunted role in "dehumanizing" society. Small wonder that the volunteer world, which considers itself a bastion of humaneness, has been in no hurry to investigate how the computer might serve its purposes.

Four Voluntary Action Centers have, however, broken the ice and are now using computers in different ways to improve the effectiveness of their operations.

The Los Angeles VAC uses the computer as a superior file clerk to maintain a voluminous directory of local agencies that involve volunteers in their programs. The list, presently numbering more than 1,300 agencies, is coded according to a system worked out by volunteers under the direction of administrative director Ralph Wright.

The code allows four different printouts: agencies in alphabetical order; agencies by the types of service they provide (e.g. adoption); types of skills and volunteer job categories agencies need; zip codes which give geographical groupings of agencies to be consulted when volunteers wish to work within their neighborhoods. Volunteer job placement interviewers work with these four books when they answer phone calls from potential volunteers. Masterfile and printouts are put on microfiche to make them

available to other agencies.

The printouts go through an updating every two months. Numerical codes indicate whether each agency wants a limited number of volunteers in a job category or if it has a large demand. If there is any doubt, the interviewer can call the agency to see whether a particular job, which looks suitable for the person calling, is still open.

The system works, and has proven to be a valuable asset to a big-city, multiagency operation like Los Angeles. It is presently under review for possible use by the Information and Referral Service. A manual with the categories Wright worked out is available from the VAC for \$4.00, and a detailed outline of the system is in preparation.

The New Orleans VAC's "Project Volunteer," in which the computer is used to match volunteer skills to service opportunities, has been in the making for two years. A great deal of work went in to the design of the detailed questionnaires which go to the volunteer and to the organization involving volunteers. The questionnaire categorizes volunteer skills, notes preferences for types of service and time available, and develops a brief profile of the volunteer's background. There is a dizzying 27,800 possible volunteer, organization combinations.

Using computer time donated by the bank next door, the VAC uses the computer printout to make referrals personally. VAC director Frances Bordelon says getting in touch with the potential volunteer is often a problem, but she feels that a telephone interview is necessary for a satisfactory referral.

Although the project is just underway and the computer matching has been run only three times, Mrs. Bordelon expressed satisfaction with the program and emphasized that wide distribution of the questionnaire booklets has helped to reach agencies and people who were not involved with volunteerism before the start of "Project Volunteer."

The computer program of the **Greensboro, N.C. VAC** started with an annual booklet compiled by the Greensboro Public Library, listing all local clubs and organizations. Members of the VAC board of directors worked with the library staff to formulate a questionnaire giving the library the information it needed for its annual directory and providing expanded data for the VAC. The information was coded and put on the computer to be matched against information from agencies around the community which offer opportunities for volunteer

group projects. Requests for projects large and small may now be filled with a maximum of ease.

The Portland, Or., VAC projects that its computer system, which is funded by a grant from the Junior League of Portland and the United Good Neighbors, will be fully operative by about January 1, 1975. The system will be similar to that of the Los Angeles VAC, for maintenance of various agency directories. Volunteer interviewers will use the computer data to advise and counsel potential volunteers.

In addition, the computer will yield statistics on how many volunteers are involved, distribution of ages, sexes, occupation, etc, and will record the referral process providing the VAC with a management tool to evaluate its own operation as well as the operation of the volunteer programs of its registered agencies.

The VAC requests that questions about the new system be held off till after the first of the year.

The four Voluntary Action Centers mentioned here are not alone in their pioneer use of the computer. Volunteers for International Technical Assistance (VITA) has been using a computerized data bank to match its volunteers to needs around the world since 1972. The Los Angeles Volunteer Corps Program plans to computerize its volunteer skillbank, and will use the camera-ready printouts in their newly launched Ways and Means publication, "A Journal of Citizen Participation In Los Angeles."

For more information on these computer systems, you may write to:

Mr. Ralph Wright
Voluntary Action Center
621 South Virgil Avenue
Los Angeles, Ca. 90005

Mrs. Judi Lund
Voluntary Action Center
1301 North Elm Street
Greensboro, N.C. 27402

Ms. Cynthia Hilscher
Voluntary Action Center
673 West Tenth Street
Eugene, Or. 97401

Mrs. Frances Bordelon
Voluntary Action Center
211 Camp Street
New Orleans, La. 70130

Pat Saccomandi
Mayors Volunteer Corps
Office of the Mayor
Los Angeles, Ca. 90012

Dr. Roth is Director of the NCVA Clearinghouse.



Diana Munson

book reviews

From Convict to Citizen: Programs for the Woman Offender, D.C. Commission on the Status of Women, Room 204, District Building, 14th & E Sts., N.W., Washington, D.C.

The D.C. Commission on the Status of Women has published the booklet, "From Convict to Citizen," which describes volunteer programs to help women at various stages of the criminal justice process — pre-trial, detention and incarceration, transition to the community and re-entry into the community. A brief overview of the criminal justice system, recommendations for groups wishing to help women offenders, information on obtaining financial aid are also included.
—Isolde Chapin

Respite Care for the Retarded: An Interval of Relief for Families by Marianna G. Paige. Available for 25¢ from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. (Stock # 1761-00026)

Let Our Children Go: An Organizing Manual for Advocates and Parents by Douglas P. Biklen. Human Policy Press, PO Box 127, Syracuse, N.Y. 13210. Single copy - \$3.50; bulk copies (over 10) - \$2.00 ea.

All over the country, Youth NARC, the youth division of the National Association for Retarded Citizens, trains teen-aged volunteers to provide the retarded with direct services, including babysitting. This and other kinds of programs are described in the booklet, *Respite Care for the Retarded*.

Of related interest is *Let Our Children Go*. It is a passionate book that describes the plight of handicapped children and their parents in trying to secure their rights and meet their needs. More than that, it lists resources and discusses methods of trying to effect change.

Mini-Classes for Your Community: A Complete Guide for Organizing and Maintaining a Community Mini-Class Program, by Nancy Donahue, 1973, 31 pp., \$2.50; and **Making Every Dollar Count**, by Laurel Adler and Nancy Donahue, 1973, 76 pp., \$3.25.

The La Puente Adult School developed Community Mini-Classes for people who cannot take part in its regular program — mothers with pre-school children, persons without transportation and others whose working hours conflict with the adult school class schedule. The mini-classes provide short-term instruction on

various topics in consumer education, self-improvement and homemaker-homeowner skills.

Each course consists of four two-hour lessons and is designed with the low-income budget in mind. "Children's Creative Activities" and "Making Every Dollar Count" are among the many topics offered. The program lends itself to volunteer involvement because a word-for-word script has been written for each lesson in the course. Thus, the volunteer need not have had teaching experience (although a basic knowledge of the subject is required), and lesson plans, materials lists and suggested reading are already prepared.

Mini-Classes for Your Community describes the step-by-step procedures for setting up and maintaining such a program. It details the necessary personnel and their roles, suggests ways of recruiting teachers and students, and outlines teacher orientation. The manual includes samples of program materials, forms and flyers and briefly describes the La Puente model program.

Two key elements of the La Puente program are provision of child care while mothers are in class, and bringing the classes to students in a number of locations. The School has accomplished this by converting two school buses — one into a mobile classroom and the other into a children's playroom. The mobile playroom, which is supervised by a paid assistant, accompanies the classroom on its rounds. Equipment and furnishings lists for the buses and simple diagrams of each are included in the manual.

Making Every Dollar Count is one of the mini-courses published. The course provides fundamental information on buying furniture, clothing, appliances and used cars. It discusses warranties, contracts and credit in simple terms and seeks to make the consumer aware of fraudulent sales practices. Each of the four lessons has a detailed script and suggestions for discussion, extra time activity and homework assignments. Also included are a list of teacher's and students' supplies, student handout sheets and a short bibliography.

Mini-classes were created for persons with a limited educational background, and the course booklets present practical information in clear, simple language. For a brochure on courses and a price list, write: Mini-Classes, PO Box 3461, City of Industry, CA. 91744.

—Judith T. Williamson

news from the clearinghouse

New Business/Industry Schools Portfolios Available

The Clearinghouse announces the publication of Business/Industry and Voluntary Action, a new portfolio including more than 20 case histories of the ways employers have found to help employees take part in volunteer programs or have contributed their resources as corporate entities to volunteer endeavors. Additional information deals with training programs, annotated listings of bibliographic materials and resource groups (Green Sheets) and excerpts from a workshop on corporate volunteerism. (Portfolio No. 25)

Volunteers in School and School-Related Programs, Portfolio No. 21, has been updated and new case histories added.

Single copies of portfolios are free; additional copies \$1 each.

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Census Bur. Survey Reveals One Out of Four Volunteer

Americans apathetic? Selfish? Uncaring? Not according to the latest statistics of the U.S. Bureau of the Census.

A recent study reveals that 37 million Americans volunteered their time and talents for the public good during the one-year period from May, 1973 to April, 1974.

Of the population surveyed — those 14 years and over — nearly one out of every four persons, 24 percent, were involved in voluntary activities, with more than one-third serving at least once a week, the statistics indicate.

The study, part of the Census Bureau's Current Population Survey for April, 1974, was commissioned by ACTION, the federal service agency which administers volunteer programs both at home and abroad.

The results of the study indicate that the main reason people volunteer is that they "want to help people" (60 percent).

Americans also serve out of a "sense of duty" (38 percent), because they "have a child in the program" (16 percent), because they "cannot refuse when asked" (11 percent), and because they simply "enjoy volunteer work" (49 percent).

Only a very small proportion of the respondents said they had volunteered because they had "nothing else to do" (2 percent) or hoped the work would "lead to a paying job" (2 percent).

The study, which was the first of its kind since 1965, also provides a demographic breakdown by age, sex, race, education, income and employment. The statistics show, for example, that voluntarism is greater among those with more education and higher incomes and that women account for 59 percent of all volunteers. The results were tabulated from a pool of 25,000.

ACTION plans to publish the study in early 1975.

social agencies such as United Way, county or city health and welfare departments and local hospitals.

Senior Companions will not replace employed personnel or other volunteers. Instead, they will complement the activities of others, providing a wide range of services. They may help with shopping or the preparation of meals, for instance, in addition to helping alleviate the pain of loneliness.

For further information, contact ACTION, 806 Conn. Ave., N.W., Washington, D.C. 20525.

SCORE Focuses on Inflation Assistance

Inflation was the theme of the tenth anniversary conference of the Service Corps of Retired Executives (SCORE), held October 1-3 in Denver, Colorado.

SCORE is co-sponsored by the Small Business Administration (SBA) and ACTION, the federal volunteer agency. More than 5,000 SCORE volunteers provide expertise and counseling services, free of charge, to small and minority businesses and community organizations with management problems.

Emphasis was placed on helping small business owners in times of inflation in workshops, which included effective counseling methods, public relations and recruitment.

Thomas S. Kleppe, SBA Administrator, told the SCORE volunteers that "if each of you saved just one firm from bankruptcy per year, you would preserve at least 7,000 jobs and the revenue they represent."

In a move that seemed to recognize the impact of inflation, the membership considered a resolution which would place SCORE under the sole sponsorship of the Small Business Administration. The reasoning behind the resolution was that continued co-sponsorship "jeopardizes the effective utilization of SCORE resources at a time when there is increased need for aid to small business."

Moreover, the resolutions committee felt that the concept of dual sponsorship "violates accepted principles of good business management." The motion was tabled, however, by a margin of 77 votes.

At the conclusion of the conference, the Active Corps of Retired Executives (ACE), a companion program of SCORE, announced expansion of its activities to address a wider segment of community problems. These plans call for work with minority businesses, non-profit organizations, social agencies, government units, agriculture and other community organizations needing technical and management assistance.

news notes

New Legislation

Day Care Deduction For Volunteers

Legislation was introduced this Fall which would provide a tax deduction for amounts paid by an individual for dependent care services, such as babysitting or day care, when that person performs volunteer services for certain organizations.

The bill, H.R. 16610, was introduced by Representative James Quillen of Tennessee at the suggestion of Ms. Jane Wankel, director of Volunteer Kingsport, a Voluntary Action Center.

The deduction would be similar to the one which allows an individual maintaining a household to deduct child care expenses necessary for that person to work. Volunteers providing services to any federal or state government agency, a private organization with tax-exempt status, or any non-profit social welfare-type organization would be eligible for the deduction.

The bill provides for a deduction up to \$400 per month (based on an adjusted gross income of \$20,000 or less) for volunteer-related expenses, including

child care. It does not allow a deduction for the value of the volunteer's services.

The bill has been referred to the House Ways and Means Committee. There is very little chance that H.R. 16610 will be part of the Tax Reform Act of 1974. However, if enough interest is generated from the volunteer constituency, the bill would most likely be re-introduced during the next session of Congress.

ACTION Begins New Program for Seniors

A new Senior Companion Program has been launched in 18 cities by ACTION, the federal volunteer service agency.

Modeled after the agency's Foster Grandparent Program, which allows low income men and women age 60 and above to provide love and special attention to physically, emotionally and mentally handicapped children, the Senior Companion Program focuses on individualized attention to elderly people living alone at home or in retirement housing. Volunteers may also work with patients in nursing homes and hospitals.

Volunteers are assigned by local sponsoring agencies to individuals referred by

NCVA Consultant Network Open for Requests

NCVA's new Volunteer Consultant Network for education and training is now taking requests from the field.

Created in early 1974 as a means of improving NCVA's delivery of services to local volunteer programs, the Network is based on the need for identifying local resources and expertise, which can be channeled into assistance to groups that need it.

The first step in setting-up the program was the selection and orientation of ten core consultants experienced in volunteer administration. (VAN, April 1974) These consultants have been providing the administrative structure for the program by identifying additional consultants in their respective geographical regions. Orientation and training sessions are held in each region to assist the volunteer consultants in improving their consultation and communications skills. There are presently 125 volunteers, with wide-ranging experience, who have agreed to serve as consultants.

The following "requests" are samples of types of assistance the consultants can provide:

- training events, workshops, conferences in specific topical areas related to management to volunteer programs
- on-site consultations with volunteer programs and agencies for purposes of problem-solving
- special requests such as workshops on issues pertinent to volunteerism

The Network is designed to continually expand, developing new expertise as the needs from the field are assessed.

How to Request a Volunteer Consultant

1. Requests for assistance should be directed to the NCVA National Office - either in writing or via the WATS line (800-424-8630). The NCVA staff will do the initial screening and telephone consultation, then will refer the request to the core consultant in that region. The consultant will make the necessary arrangements for the visit.
2. The organization making the request will be asked to cover travel costs for the consultant, which usually includes mileage, meals and any overnight needed. However, NCVA will be able

to assist in cases of great need.

3. After the request has been filled, the organization will be asked to help evaluate the services that were provided.

For further information on the Volunteer Consultant Network, contact Education and Training Dept., NCVA, 1785 Mass. Ave., N.W., Washington, D.C. 20036.

NCVA to Hold Spring Workshops

The National Center for Voluntary Action is planning a series of 25 workshops for volunteer leaders and administrators. Topics to be covered are: Problem-Solving, Building Effective Board-Staff Relationships, Local Fund Development.

The workshops, to be held throughout the country in spring, 1975, are for volunteer leaders and administrators who are new to their positions or who feel the need for basic learning experience in any of these three areas.

Further information on sites and dates for the workshops will be available from the education and training department of NCVA in early December.

Call For Action, NCVA End Formal Ties

George Romney and Ellen S. Straus, chairperson of Call for Action, Inc., have announced termination of the formal association between the National Center for Voluntary Action and Call For Action by mutual agreement.

The action was taken based on the specialized requirements of the growing Call For Action network, and the increasing activity in the ombudsman role among the forty-two Call For Action projects.

Both Ms. Straus and Mr. Romney expressed satisfaction with the mutual benefits to their respective organizations from the two year association. Their future relationship will continue the cooperative efforts between the organizations' national offices, and coordination of operations between Call For Action and Voluntary Action Centers on an informal basis for common goals.



Jill Ruckelshaus Joins NCVA Staff

Jill Ruckelshaus, former aide to White House Counsellor Anne Armstrong, has assumed the position of Co-Director for National Affairs for NCVA. She will share duties with Mrs. Elly Peterson of that department.

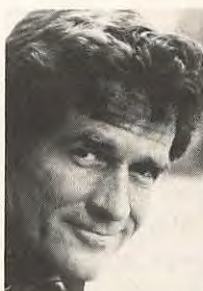
The National Affairs office is responsible for working with national volunteer organizations and with government in an effort to establish policy in the area of voluntary action on the national level. The office also includes NCVA speakers service.

Mrs. Ruckelshaus comes to NCVA with a wide background in community volunteer experience, both in her hometown Indianapolis and in Washington, D.C. She has also served on the boards of several national groups, including the National Women's Advisory Committee of the Office of Economic Opportunity, the Policy Council of the National Women's Political Caucus, and the Women's Campaign Fund.

Mrs. Ruckelshaus attended Indiana University, obtained her M.A. degree from Harvard and attended the Indiana University of Law. She is married to William D. Ruckelshaus and has five children.

Remember—National Volunteer Week for 1975 is April 20-26. Start planning now to use that week to increase the impact of voluntary action in your community.

Awards Judges Selected



Five persons, with extensive backgrounds in volunteer service and leadership, have been selected as the judges for the 1974 National Volunteer Awards.

The awards program, which has been administered by NCVA since 1971, seeks to recognize and bring outstanding volunteers to national attention. Awards are presented to individuals and organizations who have engaged in voluntary and unpaid activities that benefit the community, state or nation.

Pictured above, clockwise, are this year's judges.

Elaine Musselman, Vice President of C. D. Harris & Sons, Louisville, Ky. A member of the Board of Independent Insurance Agents of Kentucky, she is listed in "Who's Who Among American Businesswomen." She was the youngest person ever elected to the Board of Governors of the American National Red Cross, having served as a Red Cross Youth volunteer since high school days. Ms. Musselman has been active in community mental health, higher education and political activities.

Caroline Leonetti Ahmanson, President of Caroline Leonetti Ltd. (Women's Center for Self-Improvement), Los Angeles, California. A former radio and television commentator and teacher and professor, Ms. Ahmanson is a member of the National Council on Humanities and the Peace Corps National Advisory

Council. She is the recipient of many awards for volunteer services.

Edward W. Brooke, U.S. Senator, Massachusetts. Senator Brooke has served in the United States Senate since 1966. He has been a member of the National Council of Boy Scouts of America and the National Board of Boys Clubs of America.

Hugh O'Brian, television and stage actor, Beverly Hills, California. Mr. O'Brian is President of the Hugh O'Brian Youth Foundation, now in its eleventh year. The Foundation fosters leadership abilities in young men and women of high school age through yearly seminars.

Carlos Arboleya, President, Flagler Bank, Miami, Florida. Mr. Arboleya is a graduate of Havana University and the

first naturalized Cuban exile to become president of a national bank in the United States. He has held a lifelong interest in youth programs and works with Boy Scouts, Junior Achievements, Boys Clubs, and has received many awards for his service.

Romney Announces Kellogg Grant

The National Center for Voluntary Action has received a 36-month, \$536,500 grant from the W. K. Kellogg Foundation of Battle Creek, Michigan, George Romney announced recently.

The grant will be used to support the volunteer consultant network and a program of continuing education, training and information for administrative staffs of local and national volunteer agencies to help provide for their effective management.

"The support of private corporations and foundations such as W. K. Kellogg is tremendously important to the whole voluntary sector," said Romney. "This grant will enable NCVA to contribute importantly to the right of Americans to work out their own solutions to problems rather than turning first to the government."

The W. K. Kellogg Foundation is among the ten largest philanthropic organizations in the country. It supports programs in health, agriculture and education on four continents, the United States and Canada, Latin America, Australia and Europe.

The grant to the National Center for Voluntary Action is one of several recent grants the W. K. Kellogg Foundation has made to encourage the volunteerism movement in this country.

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Calendar

Dec. 3-6

Boulder, Co.: *Volunteers With Victims*

Conference focuses on new area of compassion for the victims of rape, child abuse and other violent crimes. Concepts, current and new programs, use of volunteers will be covered.

Fee: \$75

Contact: Gwen Winterberger, National Information Center on Volunteerism, PO Box 4179, Boulder, CO 80302 (303/447-0492)

Dec. 20

Wilmington, De.: *Certificate Program in Volunteer Service Administration*

Third seminar in series of eight, on goal setting in volunteer programs. Will discuss determining needs, setting and working toward realistic goals.

Fee: \$25 (includes lunch, snacks, class materials)

Contact: Jacob Haber, Division of Continuing Education, University of Delaware, Newark DE 19711 (302/738-2741)

Apr. 20-24, 1975

Columbus, Oh.: *National School Volunteer Program Conference*

Fourth annual conference with workshop sessions of interest to coordinators of school volunteer programs, school administrators, teachers and school volunteers.

Fee: Not yet available

Contact: National School Volunteer Program, Inc., 450 North Grand Ave., Rm. G-114, Los Angeles, CA 90051 (213/687-4194)

Apr. 29-May 12

Boulder, Co.: *Frontiers for Volunteer Coordinators and Consultants*

Workshops for experienced coordinators, concentrating on a wide range of new methods and ideas developed within the last 18 months. Will also include a session on being an effective consultant to local programs.

Fee: Full details available by March 10

Contact: Gwen Winterberger, National Information Center on Volunteerism, PO Box 4179, Boulder, CO 80302 (303/447-0492)



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