Disparity – the greatest challenge we face is gap between rich and poor.
“We have the best institutions of higher education in the world, yet many are surrounded by slums.” President Jimmy Carter, June 3, 2008

Those who can help
- colleges
- business
- professions
- hospitals
- civic, fraternal and social
- religious

Those who need help
- tutor/mentor programs
- health organizations
- children
- families
- schools
- after school programs

Make the Connection!

Form Volunteer Teams that take intermediary role.

From business schools, local companies, churches, etc. can take this intermediary role to assure that the supply chain is filled with needed resources on an ongoing basis.

Read more in this and other Tutor/Mentor Connection essays.
Civic Engagement & Philanthropy – the next decade

In a white paper titled An Evolving Relationship: Executive Branch Approaches to Civic Engagement, presented by PACE, Philanthropy for Active Civic Engagement, the author provides a history of Civic Engagement from 1989 to 2010, with questions that must be answered for the future. Download the report at http://www.pacefounders.org/publications/EvolvingRelationship.pdf

It describes “a varied civic engagement ecosystem that includes multiple actors” working in complementary ways, but not in lock step. “It is not centrally controlled, but there is a common purpose, bringing together both the participation and the collaboration aspects of the Obama administration.

In the following pages we suggest that for this ecosystem to be focused on solving problems that will take many years to solve, leaders will need to think of ways to use maps to point volunteers, donors and NPO resources to all of the places in the country where the same problem persists. They will need to use graphics, like blueprints, to sequence actions from beginning to end, so good intentions don’t take place randomly and have little benefit because they take place at the wrong time, or the wrong place.
Furthermore, teams of people will need to aggregate information that is constantly being updated, representing the thinking of people involved in problem solving, from all over the world.

Additional teams of people will need to act as facilitators, to help people understand this vast amount of information, so they use it to support decisions and actions in many places at the same time.

Even more teams will need to innovate ways to keep public and private sector attention, and resources flowing for many years, in many places, to many organizations working toward solving the same problem. Eg…a building does not get built if all of the workers are not doing the right job at the right time, and are not being paid.

Additional teams will need to be learning what happens each year, to recognize and share effective practices, so they can be used by thousands of local leaders in a process of constantly improving the work of their own organizations and networks.

Elected leaders, media, celebrities, CEOs and faith leaders need to learn to champion this process, to keep it growing in many places, for many years.
Maximize Value from Civic Engagement

If someone gets involved with volunteerism and service during these years...

* K-6 * 7-8 * 9-12 * College

Will they still be doing service as they move through this stage of their job/career?

* Entry * low mgt * high mgt * Exec * retiree

20s 30s 40s 50s 60+

Social Sector Orgs
(Tutor/Mentor Programs)

If 20 million do service between age 16 and 25...

Do we have 20 million leaders, volunteers, donors and voters in later years?

How do we make this happen? What would be the impact on the social sector?
Can pro bono consulting teams help other corporations form such teams?

Corporate Teams  
Learning & Planning Groups 
within every company and/or industry in every metro area

Priority Issues  
Education Environment Seniors, etc. of a company or industry

Backward mapping
- Vision/problem definition
- What do we know about issue
- What are others doing to solve problem
- How/where can our employees get involved
- How to encourage and grow employee involvement
- How to learn from employee involvement
- How to grow our impact based on what we learn

Goal is not to recruit tutors/mentors, but to develop talent of current and future employees through involvement in volunteer-based tutoring/mentoring orgs.

Could volunteers from Accenture, Deloitte, Boston Consulting, etc. take on this work on a pro bono basis? Could it turn into a revenue stream?
Do you have a Strategy?

Are you concerned with workforce development issues? Or with Poverty, Social Justice, Education, or preserving the quality of life and democracy we enjoy in this country?

How are you using your leadership, and your resources to address these issues?

How to we get the most productivity from volunteering and civic engagement? The following pages are some ideas we hope you’ll embrace.
If the goal is to help kids living in high poverty neighborhoods be starting jobs/careers by their mid-twenties....

Tangela joined CC in 1993, after being part of the MW/Cabrini Green Tutoring Program when in elementary school.

--- 16 years later.

How do we help tutor/mentor programs connect with youth when they are young, and stay connected to those kids from when we first meet them, to when they need our help as adults?....

We are still connected, via the Internet, 16 years later.
In order to defeat an enemy we need to fight wherever the enemy is entrenched.

<table>
<thead>
<tr>
<th><strong>Public Commitment</strong></th>
<th><strong>Feed &amp; Equip</strong></th>
<th><strong>Analysis</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>To sustain effort and recruit troops</td>
<td>Our army better than enemy</td>
<td>Of enemy Strength &amp; weaknesses</td>
</tr>
<tr>
<td>How do we educate and inform public so we can maintain support for revenue needed to support war effort?</td>
<td>We need to feed, cloth, arm and re-supply our troops and logistics providers for as long as war is in progress.</td>
<td>Understand needs &amp; plan resource allocation, e.g. strategic planning</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>Recruit &amp; Retain</strong></th>
<th><strong>Organize &amp; Train</strong></th>
<th><strong>Forces</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>US forces</td>
<td>US forces</td>
<td>Direct engagement</td>
</tr>
<tr>
<td>How to replace forces that are lost with new soldiers trained and ready to pick up from where previous left off</td>
<td>What resources do we need to implement the plan? How to prepare them?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Revenue</strong></th>
<th><strong>Logistics</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>To support these efforts</td>
<td>To get forces in place</td>
</tr>
<tr>
<td>How do we raise money needed to pay for this entire effort?</td>
<td>How do we distribute needed resources and troops to multiple locations where they are needed?</td>
</tr>
</tbody>
</table>

This is a supply chain issue.

How do we create infrastructure to support this force?

Poverty in city is enemy

Forces Include tutors & mentors

Forces Direct engagement

Enemy sites

How do we raise money needed to pay for this entire effort?

How do we distribute needed resources and troops to multiple locations where they are needed?

How do we create infrastructure to support this force?
Goal: Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers

Corporate Teams
Consulting firm volunteers
Working in Chicago and other cities, with tutor/mentor, and other social benefit sectors

Multiple Industries & Talents

Multiple Locations And causes

Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers

Serving every high poverty area in Chicago
And other cities and states.
Instead of wasting scarce non profit time, talent and dollars competing for resources, create actions that support the growth of all tutor/mentor programs, using same strategies that retail chains use to support thousands of stores in different places.
Helping non profits grow from good to great

The goal of the previous slides was to show the infrastructure needed to support non profits doing similar work in multiple locations. These diagrams illustrate the process of growing from good to great.

Flow of water turns wheel as it catches each tong. The faster the water flows, the faster the wheel turns.

Consistent flow of volunteers and operating dollars keeps a non profit growing from good to great.

As the spark ignites gas and forces the pistons up and down, these turn the cylinder that keeps the wheel turning.

Volunteers and donors can provide the spark non profits need if there is an on-going supply provided by businesses, churches, colleges, and national service.
Leaders needed at every level, in every sector

**Sector**

1. seniors
2. faith groups
3. business, hospitals
4. youth
5. civic, fraternal and social
6. college

**Facilitators**

a) RSVP, Senior Corps
b) Faith Leaders
c) Company, Trade Group, CEOs
d) Service Learning, clubs, MySpace
e) Members
f) Campus Compact, etc.

The goal is to recruit people and organizations, in business, religion, media, entertainment, etc., who deliver messages targeted specifically within their area of influence, with all messages pointing to maps showing where services are needed, and to databases which volunteers and donors can shop to choose where they want to get involved.
When people connect people they know to a tutor/mentor program, they become part of a network of purpose. They become part of the solution.
This is a year-round cycle of actions. It repeats every year.

SEE www.tutormentorexchagne.net
Planning cycle. Repeat this every year.

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb/Mar</th>
<th>May</th>
<th>Aug/Sep</th>
<th>Nov/Dec</th>
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</thead>
</table>
| National Mentoring Month  
  • National media focus on mentoring;  
  • Opportunity to draw resources to local programs and T/MC | Leadership Development  
  • Recruitment to replace dropouts  
  • Convert volunteer to leaders  
  • Focus Forward to start of fall ‘10  
  • Update Database of programs  
  • New Program Planning | T/M Leadership Conference  
  • Draw more attention to tutoring And mentoring  
  • Expand network of Programs, donors, Partners  
  • Update database  
  • Focus on process improvement | Back to School  
  • Program Locator database updated  
  • Draw programs And stakeholders together  
  • Focus on vol. recruitment, Orientation & Training | T/M Leadership Conference  
  • Expand network  
  • Recognition  
  • Training  
  • PR for programs  
  • Xmas $$ Raising  
  • Networking  
  • Recruit talent and manpower from business & universities |

During each event cycle, on-line forums should be drawing more people together to focus on same issues that are being discussed in face to face events. Forums can be hosted from many different places around the world. See [http://tutormentorconnection.ning.com](http://tutormentorconnection.ning.com)

While T/MC and partners organize their own events and attempt to create public involvement, others are also hosting events that focus on poverty, workforce development, etc. We need to learn to leverage these as part of strategy of building greater awareness of our own message, but without increasing our costs to deliver the message to more people.
Industry should encourage involvement of volunteer talent because it expands the skills and network of the volunteer, and benefits the business. Involvement in a tutor/mentor strategy is a workforce development strategy.

Read more about this idea at http://tutormentor.blogspot.com/2009/10/transforming-adults-involved-in.html
Volunteer Mobilization - Creating Intermediary Networks of Support
This chart illustrates a role volunteers can take to help other volunteers become more meaningfully engaged.

- **Volunteers**
  - Obama
  - Women On Call

- **Mobilizers**
  - What Cause?
  - What role?
  - What place?

- **Facilitators**
  -Specific org.
  - Involvement, Success, Ownership, Career
  - Networker

- **Volunteer Network**
  - More Volunteers Involved as leaders and Capacity Builders

- **Weak Link**
  - Staff at NPOs not equally good at recruiting and supporting volunteer involvement.

- **Leaders**
  - Build awareness of service opportunities.

As volunteers in consulting, training, management use talent they can help other volunteers find more ways to get involved and stay involved.

As volunteers find success and take leadership roles they take more ownership and do more to help expand NPO capacity and effectiveness.

Similar volunteers in other NPOS

Similar volunteers in other Causes

Involvement, Success, Ownership, Career

Volunteer Tutor/Mentor Institute, LLC, Tutor/Mentor Connection, Merchandise Mart PO Box 3303, Chicago, Il. 60654 tutormentor2@earthlink.net
YOU can help inner city youth have brighter futures. Help build the leadership network supporting the Tutor/Mentor Connection.

Every one can be a teacher who helps other people find, understand and use this information. Will you take that role?
Result of strategic network building. If you tell the story to people you know, some will forward the story with their own endorsement, to people they know.

What would our network look like after one, three, 10 years if we have many people reaching out to people they know on a consistent basis?

The first person in your network may have limited resources. However, the people in their network may be potential supporters.
Reverse the funding stream. Change the outcomes.

IF we teach our volunteers to build affinity groups in their company, church, college, these groups take lead in recruiting volunteers and donors for ALL tutor/mentor programs.
Learn more, ask questions

If you have ideas to share, these are web sites where you can learn more and get connected:

http://www.tutormentorconnection.org
http://tutormentor.blogspot.com
http://tutormentorexchange.net
http://tutormentorconnection.ning.com
http://www.tutormentorconference.org

Email tutormentor2@earthlink.net to discuss ideas for collaboration and capacity building among programs, or between cities.