T/MC Maps Tell “The Rest of the Story”

During the weekend of September 27th, Chicago experienced two new tragedies. Two teens were gunned down on the streets of Chicago. Both stories were reported briefly in TV and print, with photos of the teens, and with TV coverage of neighborhood marches featuring ministers, residents, and even Paul Vallas, CEO of Chicago Public Schools. None of this coverage told “the rest of the story.”

This is the neighborhood where 15 year old Julia Flores was shot and killed while walking with a friend on September 25th. This is part of Chicago’s West side, an area with one high school and eight elementary schools on the 1997 CPS probation list. It’s an area with continued on page 4

“WHAT A DIFFERENCE A DAY MAKES!” RECRUITS VISIBILITY AND VOLUNTEERS FOR 85 AREA TUTOR/MENTOR PROGRAMS!

Believing all children deserve an opportunity to succeed, mentors, tutors, educators, volunteers and supporters are needed at tutor/mentor sites throughout Chicagoland and the nation!

The Volunteer Recruitment Campaign organized by Chicago’s Tutor/Mentor Connection (T/MC) is a unique example of programs working together to draw thousands of volunteers, donors and business partners to hundreds of individual programs throughout the city.

Joy Reardon, Director of Cluster Tutoring Program, located in the Austin area of Chicago’s west side, was one of nearly 20 program leaders working with the T/MC for the past year to develop the 1999 Campaign. Joy wrote, “The tutors that Cluster recruited via the ‘What a Difference a Day Makes!’ Campaign are already paired up and working closely with their students. The new tutors have brought new life to Cluster and for that I will always be grateful.”

Joy was one of many program leaders who volunteered time from a busy schedule to help the T/MC offer this annual Campaign. She wrote, “I was glad to have the opportunity to work with the T/MC this summer, even though at times it was a bit hectic. I feel the Campaign’s expansion to the Oak Park area is just the start. Tapping into the Oak Park area will consistently replenish and add to our staff of volunteers. Even though we only had about 40 people stop by to get information about tutoring, I think it will only improve with time. I’m sure I will be hearing from you soon to get started on the Campaign for next year - we better get started soon - it is only 11 months away!”

The first T/MC recruitment campaign five years ago started just like this, with a few sites and a few volunteers showing up. Yet, each year it has grown, with volunteers such as Joy pitching in to help make it grow. And each year see Recruiting, page 10

“What a Difference a Day Makes” makes a wonderful difference at Epworth Tutoring Program!

“Every year we recruit several beautiful tutors for our Monday night tutoring program from the “What a Difference a Day Makes” Volunteer Recruitment Campaign,” reports Beth Struck Palmer, Director of Epworth Tutoring Program. “This year six people who are tutoring in our program came from the T/MC’s Recruitment Days. All of them are making a difference in the lives of children. Thank you.”

Epworth is one of many programs reporting success at getting and retaining volunteers with the T/MC’s help. And the T/MC could not offer this campaign without help from leaders like Beth, who volunteer time not only to showcase their own programs, but to host the 20 different volunteer fairs held throughout the city the first week after Labor Day each year. You can read about Epworth Tutoring at http://chicagotribune.com/link/
Mobilize an Industry or Trade Group to reach EVERY program in a city!

While one company has limited resources, all companies within a trade group, profession, or alumni network have untapped potential.

Using a T/MC-type directory, listing programs, and using maps to show where these programs are, creative, and on-going trade group marketing can bring volunteers, dollars, talent, equipment, and training from any group to thousands of after-school, and school-based tutor/mentor programs, throughout any city. This reversal of traditional roles, with “help” looking for non-profits, while we look for help, is the T/MC’s goal.

LEADERS WANTED....

The T/MC GOAL is to RECRUIT leaders from one or more of these companies who will recruit others to build a distribution of resources into schools and after-school programs in every poverty neighborhood of America, using GIS maps to show where they are needed, and who they have reached each year. The key to such leadership is a commitment to the on-going delivery of these resources once they are provided in a neighborhood, as well as to constant quality improvement. These companies have the resources, the talent, the dollars and the tools, and they represent an industry which is desperate for more youth to come from America's schools into the industry...as employees, and as customers. As one Motorola executive said, “it is in our self-interest to increase the education level of the population...these are our employees. And these are our customers.”

While this model is shown for the technology industry, it's application is relevant for any industry, trade group, faith group, social or civic group. Contact the T/MC if you, or your organization, would like to be such a leader.
VOICE OF THE PEOPLE: Our Children Need Your Help

There is no more critical an issue in America today than the education of our kids. The gap between rich and poor is growing because of the huge differences in educational opportunities available to kids in the inner cities and those in more affluent areas. The real work and responsibility of helping these children must be shared by every business, institution, and individual in Chicago and the suburbs. We all need to continually ask "What can I do to help make a brighter future a reality for our children?"

Throughout the Chicago area more than 200 after-school tutor/mentor programs are working to give children and young adults the opportunities and tools to succeed, often with limited resources and little fanfare. The help of everyone is needed. You can be a volunteer at one of Chicago's tutor/mentor programs, or help build a new program in neighborhoods which are now void of programs. And you can be a sponsor by making a financial contribution to any one of these programs, or by offering the services of your company or professional organization to help build effective learning programs for the kids who attend these programs. By connecting children with adults from industry and education, we broaden their expectations, help build their skills, and help prepare and motivate them to be more ready to learn when they go to school each day.

More than 100 tutor/mentor programs have joined together to help recruit volunteers for every program in the city. The 1999 Tutor/Mentor Volunteer Recruitment Campaign “What A Difference A Day Makes!” aims to increase awareness for the more than 200,000 Chicago-area school-age children who live in educationally disadvantaged environments. While a series of Volunteer Recruitment Fairs were held throughout the city from September 9—11, these programs will be seeking volunteers, dollars and business partners throughout the current school year. We urge everyone to join in the momentum to build a better future for our children. As the saying goes “If it is to be, it is up to me.” The difference one volunteer can make can last a lifetime in a child’s future. Make the commitment to a child’s future today. Our children need your help.

Sincerely,

George H. Ryan, Governor

Richard M. Daley, Mayor

Jesse White, Secretary of State

Gery Chico, President
Chicago Board of Education

Reverend Jesse L. Jackson, Sr.
RAINBOW/PUSH COALITION

Richard A. Devine, State's Attorney

Merri Dee, WGN TV

Joe Mantegna, Actor

Brooke Wiseman
CEO/Girl Scouts of Chicago

Sheila Lyne, RSM
Chair, Prevent Violence/Chicago
Commissioner, Dept. of Public Health

Michael F. Sheahan
Sheriff of Cook County

Tino J. Mantella
President, YMCA of Chicago

James C. Jones
CEO/ChildServ

Audrey R. Peeples, CEO
YWCA Metropolitan Chicago

Audrey R. Peeples
CEO

Jennifer A. Spezza
Learning & Serving Program
Casa Central

Erin Burden
Mary M. Ruzyc

Erin Burden
Uptown Community Youth Program

Zofia M. Ruzyc
Uptown Community Youth Program

Linda Mitchell
Family Care of Illinois

Jeffrey Nelson
President, Retired Senior Volunteer Program

Dorothy M. Miaso
Director, Literacy Volunteers of America, IL

Dorothy Miaso
Director, Literacy Volunteers of America, IL

Kenneth Johnson
President, Chicago Inter-alumni Council of UNCF

Dorothy Miaso
Director, Literacy Volunteers of America, IL

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Director, Literacy Volunteers of America, IL

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Dorothy Miaso
Director, Literacy Volunteers of America, IL

Kenneth Johnson
President, Chicago Inter-alumni Council of UNCF

Dorothy Miaso
Director, Literacy Volunteers of America, IL

Kenneth Johnson
President, Chicago Inter-alumni Council of UNCF
extreme poverty to the north and more affluence to the south. It's an area where kids need help growing up.

The T/MC map shows that there are 19 youth organizations operating in this area. While this may seem like a lot, the maps show that the programs are not evenly distributed. Some parts of the area have no program. Most operate in the 3-6PM time frame. Few have intensive one-on-one mentoring. All could use more volunteers, more technology, more training, more ideas. They are all listed in the T/MC Directory, with names, contact information and phone numbers. Were the newspaper to print this list in the days following a tragedy like this, perhaps a few readers would reach out to help these programs reach more kids, and do better at the work of keeping kids safe and headed toward careers.

But that's not the end of "the rest of the story." This map also shows that St. Anthony Hospital is only a few blocks away. There are seven Catholic churches in the area. One, St. Agatha's, hosts a comprehensive tutor/mentor program. Others could do the same. There is also a Lutheran Church in the area, and many other denominations which T/MC did not map. With such a map, the Cardinal, and other faith leaders, could call on church partners from as far away as Naperville to reach out to support the quality and capacity expansion of tutor/mentor programs in this area...or in similar areas in other parts of the city.

Finally, our map shows 33 businesses operating in this area. "The rest of the story" shows who these businesses are, and asks, "what are you doing in this neighborhood to help these kids grows up and become your workers, or your customers?" We know Walgreens supports programs in other neighborhoods. We know McDonald's supports various charities. So does Burger King and People's Gas (who provides funding to help us produce this map), and Jewel. But the question is, what are these businesses doing to bring volunteers, dollars, training, equipment, curriculum, internships, youth apprentice programs and enrichment activities to the youth in these neighborhoods, through the existing tutor/mentor programs, or through the creation of new ones to fill voids? How do they show others, using their web sites, so that new programs can borrow from good ideas, not start from scratch?

This is "the rest of the story." And while newspapers do not print such a recap, the T/MC is building the capacity to do so on its internet web site, www.tutormentorconnection.org. As readers learn to visit the web site for "the rest of the story" they also will see links to research and "best practice" models, which inform their outreach, bringing challenges of quality improvement along with offers of help. While the maps are not yet "live" on the internet, T/MC can produce such maps, and provide names of tutor/mentor programs, churches and businesses shown on the map to media, foundations, businesses or community groups.
T/MC Maps show where programs operate and where volunteers, donors, business, church and hospital partners can get connected.

T/MC Support Network Extends to South

T/MC is constantly reaching out to find partners to help bring Total Quality Mentoring to youth in any at risk area. New Concepts Tutor/Mentor Connection is one example of a group formed with T/MC support. Kenneth King, President & CEO of New Concepts, formed the group in 1998, after attending the June 1998 Leadership Conference. Ken had been looking for a way to provide community service to the south suburbs, an area in which he lived, and became energized and inspired by the T/MC’s vision of Total Quality Mentoring (TQM). He spent considerable time reading all the valuable demographic and best practices literature provided by the T/MC. Then, with a few others who shared the vision, he started on his quest to extend the services provided by the T/MC to the far Southside and south suburbs. This region has seen many social and demographic changes over the last ten years and has a drought of mentoring programs and support for current programs. Is of September 1999, with the encouragement and partnership of the T/MC, New Concepts has started working to bring the current programs located in the Southland into a network of partners with a shared interest of bringing Total Quality Mentoring to the region and to organizations such as Community High School in Harvey, Charles Gavin Elementary School and Washington Jr. H.S. in Chicago Hts.

The New Concepts Board wrote, “Without the help provided by the Tutor/Mentor Connection, New Concepts would not have managed to get to where it is today or even have been formed. There is so much more to be done to help the youth of America and with organizations such as the T/MC leading the way and lighting a path all of us at the grassroots level it is possible to make a difference. Thanks for your continued encouragement and technical support, together we can all make an impact.”

This is the goal of the Tutor/Mentor Connection and we hope this newsletter inspires others to get connected. If you’d like to contact New Concepts, call 708-647-8440, or Email: newking2@aol.com

Help the T/MC make this information LIVE, and available to any user, on the Internet!

The T/MC started using computerized maps in 1995. With donated software (from ESRI) we’ve been able to create maps which focus attention on the neighborhoods with the highest poverty, the most schools on probation, or where youth-on-youth violence is too high.

Since 1994 we’ve been building a database of Chicago tutor/mentor programs. We publish this in a Directory which is mailed to 2500 businesses, schools, libraries, etc. each fall. We also use this data base to provide referrals to volunteers, parents, DCFS workers and/or potential donors looking for programs in specific areas.

We’ve been working to get this same information live on the T/MC web site, making it available at any time, to anyone. Our goal is that you could see the map, point to a dot, and be able to immediately get contact information about a program. As programs get their own web pages, hot links to their site will provide even more information.

The T/MC needs increased financial support to speed this process. We are trying to raise $100,000 (annually) to fund our computer-mapping project, to employ/train students to create such maps on a regular basis, and to have the information live, and interactive on our web site. If you value the T/MC’s goal of telling “the rest of the story” and the work demonstrated via this newsletter and the T/MC web site, www.tutormentorconnection.org, please support us, with your own personal contributions, or with grants from corporate or private foundations.

It takes a village to raise a child, and it takes bankers and investors to build that village. Call 312-573-8851, or email CabriniC@aol.com for details.
Mentoring Conferences beginning in other cities! Let’s Connect! Let’s Make good training available to all.

While T/MC may not have been the first to organize mentoring networking conferences, it has roots going back to 1977 of bringing leaders and volunteers together to learn from each other. And it has kept the cost low to participants, encouraging rich and poor programs to participate.

We’re pleased to see that mentoring groups in other communities are beginning to offer opportunities for program leaders to gather and share. Here’s a few groups who are offering mentoring conferences this year:
- **Los Angeles Team Mentoring**, Nov. 5th and 6th (213) 489-5887
- **Connect Tuscon’s Second Mentoring Forum**, Friday, Nov. 5th, (520) 886-6500

While the costs announced vary dramatically from LA’s $500 per person fee to the T/MC’s $35 person fee, the dates overlap. This means others are recognizing the need, and the few available dates that do not conflict with the efforts of individual programs to train. Because we send this newsletter out by the least expensive form (bulk mail), we’re not expecting everyone to get this notice before these training dates. What we do hope is that you’ll contact these organizations to get on their mail lists. And that some of the leaders of these groups, and other city-wide networks, will see the potential for us to network our training, via joint fund raising, web site links, and ultimately distance learning. T/MC has developed an abstract for a tutor/mentor learning network. It’s posted at http://chicago tribune.com/link/cabinrinconections.

We invite corporate and foundation sponsors, as well as our peers building tutor/mentor infrastructure in other cities, to join with us in building such a network, and in making quality learning more available, to more people, more often throughout the year. That way we can leverage our expenses, improve the quality of our offerings, and help more kids connect with caring adults, and career opportunities.

Post your training dates on your web site, or in your newsletters and send T/MC information so we can help you connect. Post the T/MC address in your media so others can find us. Sharing ink doesn’t cost much. But it can increase traffic, volunteers, and donor circulation which brings more help to each of us. Try it! It works!

Prevent Violence!Chicago. Interfaith Conference, Nov. 16th

In September 1998, Mayor Richard Daley of Chicago announced at a press conference that the Prevent Violence!Chicago Strategic Plan would serve as the blueprint for violence prevention in Chicago. The Plan was created over an eighteen month period through the collaboration of the Chicago Department of Public Health and 160 representatives from government, the private sector, the philanthropic community and business.

The plan included a Youth Development component, which has recommended an action strategy to 1) increase “mentoring” programs in the city; 2) increase the number of youth participating in mentoring; and 3) increase the number of “mentoring” programs, based on best practice.

The Tutor/Mentor Connection was invited into this process in August of 1999, and after presenting its strategy, was pleased to see how quickly the task force joined in its efforts to mobilize volunteers through this year’s “What a Difference a Day Makes!” Volunteer Recruitment Campaign. The signatures of Sheila Lyne, Commissioner of the Department of Health, and chairperson of the Prevent Violence!Chicago task force, Richard A. Devine, State’s Attorney, Michael F. Sheahan, Sheriff of Cook County, Barbara Shaw, Director of the Illinois Violence Prevention Authority, and Audrey R. Peebles, CEO of the YWCA of Metropolitan Chicago were gathered for this year’s CALL TO ACTION letter as a result of T/MC’s presentation to the task force. We look forward to join efforts throughout the coming years which will provide more support to increase mentoring capacity and quality throughout the city and suburbs.

On November 16th Prevent Violence! Chicago is sponsoring a major conference on the faith community and its role in violence prevention. The conference will be held at South Shore Cultural Center, 7059 South Shore Drive, Chicago, and will bring together local and national clergy and laity working in the field of violence prevention. Call Katherine Klimisch, 312-747-9405, for details on the conference.

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**Talent on the Internet**

*America’s Promise -- The Alliance For Youth:* Learn how communities around the country are mobilizing volunteers. 
[www.americaspromise.org](http://www.americaspromise.org)

*The National Mentoring Partnership:* A comprehensive resource for mentors, leaders. 
[www.mentoring.org](http://www.mentoring.org)

*Yes, You Can: A Guide for Establishing Mentoring Programs to Prepare Youth for College:* 

*California Mentor Initiative:* A model for other states and cities. Great information. Two sites: 
[http://calmentor.ca.gov/](http://calmentor.ca.gov/) or go to, 
[www.adp.cahwnet.gov](http://www.adp.cahwnet.gov)

*School-to-Work Initiatives: Studies of Education Reform:* Case studies that represent a wide range of reform initiatives, including model school-based and work-based programs, district and community-wide efforts, and state-level strategies. 

*Northwest Regional Educational Laboratory:* The section titled: Linking Work and Learning offers a comprehensive set of products and services designed to integrate academic and community-based learning. 
[www.nwrel.org/psc/bestofnw/](http://www.nwrel.org/psc/bestofnw/)

*Action Without Borders:* This is a nonprofit organization that promotes the sharing of ideas, information and resources to help build a world where all people can live free, dignified and productive lives. 
[www.ideaist.org](http://www.ideaist.org)

*Youth Life Skills:* This site offers new ideas, creative activities, and different approaches to use with youth programs.

Contains a comprehensive LINKS section. 
[www.youthlifeskills.com/links.htm](http://www.youthlifeskills.com/links.htm)

*SERVnet:* Youth Service America created SERVnet to be the daily workstation for all involved or interested in service and volunteering. Go to www.servenet.org

*Benton Foundation Kids Campaign:* This project is empowering people to act on behalf of children in their neighborhoods and across the nation. 
[www.connectforkids.org](http://www.connectforkids.org)

*YouthFriends of Greater Kansas City:* Mobilizing volunteer in the Kansas City area. 
[www.youthfriends.org](http://www.youthfriends.org)

*Public/Private Ventures:* Mission is to improve the effectiveness of social policies, programs and community initiatives, especially as they effect youth and young adults.

[http://tap.epn.org/ppv/](http://tap.epn.org/ppv/)

*PEER RESOURCES:* Canada’s Leading Authority on Peer Program Development and Mentoring for Schools and Business. 

*AfterSchool.gov:* Federal resources which support children and youth during the out-of-school hours. 
[www.afterschool.gov](http://www.afterschool.gov)

*Educatng.net:* A comprehensive list of tutoring resources: 
[www.educating.net](http://www.educating.net)

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**CEO’s, Marketing VPs, Board Members. Check out these Web Sites!**

These show how business and professional web pages can build traffic and resources for tutor/mentor programs. 

- Jordan-Web. [http://jordan-web.net/tmc.html](http://jordan-web.net/tmc.html)
- Lightfall Interactive, Inc. [www.lightfall.com](http://www.lightfall.com)
- Amphion Productions, [www.amphionprod.com](http://www.amphionprod.com)
- Chicago Tribune Community Publishing. [http://chicagotribune.com](http://chicagotribune.com)
Leaders, volunteers, business partners and sponsors of afterschool tutoring, mentoring and school-to-work programs are meeting once again to share strategies to improve existing tutor/mentor programs and to create new programs where more are needed. More than 250 participants are attending workshops, networking and hosting exhibit booths at the November 5th and 6th Tutor/Mentor Leadership and Volunteer Training Conference at Richard J. Daley College in Chicago.

The conference is the 12th sponsored by the Tutor/Mentor Connection. Co-sponsor and host is Richard J. Daley College, one of the City Colleges of Chicago. Co-chair of the Conference Planning Committee is Renee Tucker, of “I Have A Dream” Foundation, Chicago. Participants are expected from throughout the midwest. If you were not able to attend this conference, mark your schedule for May 5th and 6th, 2000 and plan to attend the next T/MC Conference.

Listed below are some of the workshops offered at the November Conference. If you’d like to know more about the T/MC Conferences, be a presenter, or receive an invitation to future conferences, call 312-57-8851, or email CabriniC@aol.com.

“Before You Write that Proposal”: An Overview of the Realities of Raising Support -- A fast-paced overview of the realities of raising support in the corporate/foundation sector. Participants learn how grant seeking fits into a comprehensive fund raising program, how to find, screen and identify corporate/foundation prospects, and “Eight Ways to Earn a Quick Rejection”. Presented by: Jennene C. Colky, Independent Fund Raising Consultant

Monitoring of Participation & Outcomes for Youth Programs -- Examples and techniques for monitoring short and long-term youth and volunteer participation. Examples of outcome measures and lessons on how to organize and report youth participation, how to track youth outcomes, and become familiar with setting up systems for tracking children. Presented by: Joseph DiCara, Chicago Youth Programs and Zofia Ruzyk, Uptown Community Youth Program

Power Team Performance -- Teaches participants to understand the impact on performance of interpersonal, interpersonal, and organizational dynamics, identify five structural components for team enhancement and stability, and to articulate attitudes/behaviors that fit short-circuit team performance. Valuable to any person/organization attempting to cultivate the assets presented by their staff and volunteers. Presented by: Robert Schour, PowerSkills: Training & Development

Program Evaluation: “Are You Evaluating What Matters?” - Evaluation Set Up -- Evaluation is an essential component of successful programs. Steve Russon, University of Kansas and Greater Kansas City YouthFriends Program offers a series of workshops to provide an overview of program evaluation. In part one, participants will identify what and how much evaluation is needed for their work. In part two, participants learn how to apply some useful evaluation tools and to avoid common problems that arise in program evaluation.

Developing a Mentoring Community Strategy - An Australian Perspective -- A look at how mentoring programs can provide opportunities for successful transitions within the school system, between school and further/higher education and from education into the workforce. This look at the development of a “whole community” mentoring strategy on the Central Coast of Eastern Australia offers a clear understanding of how the strategy was developed, who the partners are and guidelines for success which might be applied in another community. The workshop looks at the involvement of the business community and specific strategies for gaining corporate support. By Lesley Tobin, Dusseldorp Skills Forum, Australia: www.dsf.org.au/lesley

Volunteer Screening and Assessment for Mentoring Programs (11/5) and Training Volunteers to be Effective Mentors (11/6) -- Big Brothers Big Sisters of Metropolitan Chicago is a key partner of the T/MC. These workshops cover the critical elements of screening and assessment of volunteer mentors and offer training for mentors, and leaders who train mentors. Presented by: Susan McGee and Janet Sink, Big Brothers Big Sisters of Metropolitan Chicago, www.bbbschicago.org

Assessing and Understanding Youth Violence -- This workshop addresses American concepts about the level of violence and offers and understanding how to overcome the concept that youth violence only happens in urban America. The workshop is intended to provide a basic working knowledge of how to assist youth who may be tempted to participate in violent activities, acquire a better knowledge of what works and what doesn’t, and explore how communities can work together to guarantee the safety of our youth in the community. Presented by: Lorenzo Clemons, Cook County Sheriff’s Office

Money, Credit, and Students (Adult and Teen Financial Education Program) -- Lessons on budgeting, financial goal setting and credit reports that teach participants how to budget, explain credit reports, and encourage debt reduction. Intended for volunteers or leaders wanting to incorporate life management skills into their tutoring/mentoring sessions. Presented by: Christine Alcorn, The Office of the Treasurer of the State of Illinois, Judy Baar Topinka
**VOLUNTEER RECRUITMENT IS A YEAR-ROUND EFFORT.**

**USE THESE TIPS FOR SUCCESSFUL RECRUITMENT**

Volunteer fairs are one of many great ways to recruit new volunteers and create exposure for any program. Successful recruitment comes from having a solid year-round recruitment and communications strategy. Here are a few tips for successful volunteer recruitment.

**HAVE A PLAN**

1. **Have a plan.** Successful recruitment in any form requires a plan of action. Do not wait until the day before or day of an event to put a plan in place for how to recruit. Begin weeks before the event and talk to co-workers and others in your organization to make the event as successful as possible. Developing a detailed plan and a sales pitch about your program will help capture the attention of potential volunteers and help build a strong reputation for your program that will help it grow and succeed.

2. **Marketing and publicity.** You should always have a plan of how to market and publicize your program, year-round. When you are then going to have a public display, you can contact the media and organizations and let them know of the fair dates and times. Making connections with your local media is important. Sending regular press releases updating them on your needs and accomplishments can be a great way to receive press about your program.

Along the same lines, making contacts with businesses, clubs, libraries, schools, religious groups and organizations in your area can also alert them to your volunteer needs. Often they can promote your needs in their newsletters or other publications for their employees or the public. One of the best ways to do this is to find out what organizations, clubs, groups, or businesses your volunteers and board members work for or attend. They are already committed to your needs and can take the information to their affiliations for additional exposure. They can even get their jobs to help promote volunteerism for tutor and mentor programs. Make sure you have detailed information about your volunteers and board members handy to help plan your year-round strategy. Also, learn how to write an effective news story, press release, public service announcement and flyer to get the maximum exposure you require.

Read about one program’s low-cost, grassroots communications at www.tutormentorconnection.org. Or attend TMIC conferences to network and learn from others. The TMIC can also provide templates and training on creating these pieces.

3. **Use the Tutor/Mentor Connection as a resource.** You can participate in the planning of the 2000 Volunteer Recruitment Campaign, while helping build neighborhood contacts and networks. These contacts can generate ways to form recruitment strategies in your areas of interest, along with finding community businesses and organizations to become involved in your recruitment efforts. The Volunteer Recruitment Campaign should be just one part of your overall strategy—not your whole strategy. Attending our twice annual conferences can also help build a strong year-round strategy for recruiting and maintaining volunteers.

**MAKE VOLUNTEER RECRUITMENT FAIRS WORK FOR YOU**

The annual campaign and volunteer recruitment fairs can do more to help a program get more volunteers if they’re using it as part of a year-round campaign. However, once you decide to participate in the recruitment fairs, here are some tips to help you be more successful at attracting prospects and volunteers.

1. **Create Handouts which tell your story.** A one page flyer, telling your vision, where you meet, when you meet, how much time volunteers contribute, and some of the successes you’ve had, can be used over and over to help volunteers and donors find you. Most important, this must have a phone number, fax number, and (if you have it) your E-mail and your web site addresses. These are essential recruitment tools for any tutor/mentor program.

2. **Have an attractive display.** A visual display attracts potential volunteers! It shouts, “look here!” and helps you stand out in a crowd. It’s key to attracting a potential volunteer’s interest. Spend time creating a display that will maximize your exposure. It doesn’t have to cost a lot of money, but a little imagination and time is needed in advance of the event to attract attention to your table. Often all it needs are pieces to be xeroxed on bright colored paper, and large colorful signs. When you attend volunteer fairs and conferences, network with other groups. Learn from how they do their displays. Find out where they purchased materials. Make this a learning, not just a recruiting experience! More than a dozen organizations will have displays at the November Tutor/Mentor Leadership Conference. Start your Y2K volunteer recruitment now by gathering ideas from other conference participants!

3. **Invite volunteers, board members, students to help you recruit.** Your volunteers or board members are your best recruiters! They can tell interested individuals about the benefits of volunteering with you. They can also distribute flyers and volunteer fair notices in advance. This helps increase turn-out at the fairs, helping you, and helping every other program recruit new volunteers.

4. **Be a great sales person!** Often it helps to stand in front of the table or at least stand up as people come by for information. Always smile and say hello as people approach your display and tell them who you are and what you’re looking for. Hold out your materials for them to take or ask them to sign your sign-in sheets. Thank them for their interest and time, even if they don’t care to sign up at that time. Recruitment can be a tiring thing but it is always important to look enthusiastic and available to potential volunteers. Dress professionally and act professionally. You never know when people will follow up at a later date; looking attentive and making a great first impression is key to capturing their interest and promoting the whole idea of the rewards of volunteering at your organization.

Tell us your secrets of Volunteer Recruitment! Or post notes on your web site for us and others to learn from you! Send stories or web site addresses to: Tutor/Mentor Connection, 1111 N. Wells, Suite 503, Chicago, IL 60610

For additional information on creating successful recruitment strategies call the Tutor/Mentor Connection at 312-573-8851.
"WHAT A DIFFERENCE A DAY MAKES!" RECRUITMENT CAMPAIGN

GOALS FOR 2000 CAMPAIGN

1. Continue to extend the reach of the campaign to more potential volunteers, business partners, and donors.

2. Create new recruitment sites to extend reach of campaign to more potential volunteers in Chicago neighborhoods, suburbs and the Loop.

3. Create additional partnerships with corporations and individuals.

4) Recruit Honorary Chairs for the Campaign, representing business, institutions and government. Chairs will provide leadership and strategies to generate more talent and dollars for all tutor/mentor programs in the Chicago region.

5) Recruit industry leaders to take active role in communicating the year-round need for additional volunteers.

6) Recruit media sponsors to create marketing and advertising strategies for volunteer mobilization to support tutor/mentor programs throughout the region.

7) Increase faith-group involvement in the Campaign. Seek quarterly communications in church bulletins, sermons, etc.

8) Establish additional neighborhood and community recruitment collaborative efforts to help promote and support tutor/mentor programs within each neighborhood.

To become a leader, sponsor or partner in this campaign, call, 312-573-8851, or CabriniC@aol.com.

Reporters from major TV, radio and newspapers attended the press conference held on Friday, Sept. 10th at the James Thompson Center in Chicago. By repeating the recruitment conference year-after-year, on the same dates, the campaign is able to generate more and more media interest and stories, at a time of the year when every tutor/mentor program in the city is looking for volunteers, donorns, business partners and help in moving at-risk kids through school and into careers.

VOLUNTEER RECRUITMENT CAMPAIGN REPORT, continued from back page

Secretary of State, Jesse White, State's Attorney Richard Devine, Congressman Luis Gutierrez, Sheriff of Cook County Michael Sheahan, Commissioner of the Chicago Department of Public Health Sheila Lyne, Director of Illinois Violence Prevention Barbara Shaw, actor Joe Mantegna, WGN's Merri Dee, along with the CEO's of the Girl Scouts of Chicago, YMCA of Metropolitan Chicago, Big Brothers Big Sisters of Metropolitan Chicago, and Childserv. Their support proved to be a huge boost to the Campaign efforts and provides valuable contacts for follow-up meetings to continue to generate ways to promote year-round volunteering needs for all tutor/mentor programs.

Corporate support for the 1999 Campaign was provided by the Chicago Bar Foundation, who held an internal Fair for their employees, and by Ameritech, Bank One, 222 S. Riverside, and the Metcalfe Federal Building, who sent flyers to all their employees about Fair locations. The Hyde Park Bank also had displays in their lobby for the public directing them to attend the Hyde Park Shopping Center Fair site, while Barbara's Bookstore created special bookmarks to promote volunteerism and the Fair they held in Oak Park. Campaign information was also listed in over 5,000 Borders Books and Music brochures, 5,000 Music Mart at DePaul University brochures, 12,000 Chicago public library flyers, and to 2,000 employees at the James R. Thompson Center. The Campaign also received a large amount of media exposure with a press conference held at the James R. Thompson Center, our largest Fair site, with speakers Sheila Lyne, Dan Bassill, CEO Cabrini Connections, Robin Black, Director of Chicago Public Schools' Office of Intergovernmental Affairs, and mentor Cedric Banks and student Christopher Washington from the Big Brothers Big Sisters program. A record number of media representatives attended the event and broadcasted the need for additional volunteers to be tutors and mentors. WGCI Radio broadcasted live at the Music Mart at DePaul University and handed out free promotional items to all who signed up to be a volunteer. Chicago Tribune on-line created a special site for the Campaign listing the Fair locations and links to participating programs. Announcements also appeared on cable accesses channels 21, 27 and on CANTV during the months of August and September, who created a special category called Tutor and Mentor Opportunities. In all, over 4,000 people called to receive information from the cable listings and to learn more about volunteering at posted programs. Other public service announcements were broadcast on radio stations WXRT, WTMX, WBEZ, WMJW, WLUP, and on WGN TV.

Preparations are already being made for the Year 2000 Tutor/Mentor Volunteer Recruitment Campaign. Campaign Coordinator Reid Schultz is available to discuss how your program can get involved NOW for next year. Call to discuss how your program can display at a Fair site, or host a Fair site in your neighborhood. We are always looking for additional site locations. We are also looking for corporate and media sponsors as well as trade associations, civic, social and alumni groups who can promote tutoring and mentoring (see examples on page 6). We can also assist programs in ways to create an effective year-round recruitment strategy and create promotional materials and plans to help your program get maximum exposure and recruit the most volunteers. You can also receive information on joining the Recruitment Campaign Committee. To contact Reid Schultz call 773-871-5344. Together, we can show the world What A Difference A Day Makes!

WORKPLACE FUND RAISING
INCLUDE A TUTOR/MENTOR PROGRAM
AS YOUR 1999 DONOR CHOICE!

As you participate in workplace giving campaigns this year, Cabrini Connections offers its thanks for employees who share part of their blessings with any charity working to improve the quality of life. Your contributions make a difference for all of us.

More and more companies and organizations allow donor choice as part of their annual workplace fundraising campaigns. In the past year Cabrini Connections has received contributions from Abbott Labs, Allstate, Microsoft and The Chicago Board of Options Exchange have used donor-option opportunities to help fund our efforts.

Dollars raised from workplace fund raising are among the most important dollars any charity can have. It is essential that we increase the flow of these dollars to tutor/mentor programs in any city, and to groups like the Tutor/Mentor Connection which are providing infrastructure to support the tutor/mentor movement.

You can find Cabrini Connections and the Tutor/Mentor Connection listed with the Black United Fund in Illinois CFC campaigns, while you can write in Cabrini Connections or any other tutor/mentor program where workplace campaigns offer that option.

Learn more about Cabrini Connections and America’s tutor/mentor movement. Visit www.tutormentorconnection.org.

TUTOR/MENTOR PROGRAMS! GET CONNECTED!

The Web provides exciting new opportunities to reach your community, but who has time to learn coding and maintain a server? The Chicago Tribune can help make your transition to the Web quick and easy with Chicago Tribune Communities’ self-publishing product. And, it’s available at no cost to non-profit organizations.

Visit http://chicagotribune.com/link/cabriniconnections to see one example of this service. Visit http://chicagotribune.com/communities/publishing to see how the T/MC Conference was promoted on this web site. For more information, call Angela So at 630-366-4259. Or e-mail, aso@tribune.com

Recruitment Campaign, con’t from page 1
dozens of programs in all parts of the city report a few new volunteers “paired up and working closely with their students.” This newsletter goes to corporations, media, faith groups, hospitals, philanthropists, from Chicago, and the nation. We invite you to join the T/MC. Cluster and dozens of other tutor/mentor programs in year-round volunteer recruitment, training, retention and leadership development. And join with us to make the Year 2000 Volunteer Recruitment Campaign the best yet. Call 312-573-8851 to find out how to get involved. Or visit the T/MC web site at www.tutormentorconnection.org.

The Tutor/Mentor Connection is the Chicago Partner of The National Mentoring Partnership www.mentoring.org

Corporate and Foundation Gifts to Tutor/Mentor Connection Since 11/1/98

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<th>$40,000 and above</th>
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<td>Montgomery Ward Foundation</td>
<td>Cubb Insurance/Aon Risk Services, Inc. of IL</td>
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<tr>
<td>$20,000 and above</td>
<td>Gaylord &amp; Dorothy Donnelly Foundation</td>
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<td>WGN TV Children’s Charities</td>
<td>The Elizabeth Morse Charitable Trust</td>
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<td>$10,000 and above</td>
<td>Iberto Culver Co.</td>
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<td>Bank of America</td>
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<td>Blowitz Ridgeway Foundation</td>
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<td>McGraw Foundation</td>
<td>Peoples Gas, Light &amp; Coke Co</td>
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<td>$5,000 and above</td>
<td>Albert J. Speh, Jr. &amp; Claire R. Speh Foundation</td>
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<td>Abbott Laboratories Fund</td>
<td>The Farny R. Wurlitzer Foundation</td>
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<td>United Stationers Foundation</td>
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<td>Kellogg Business School Benefit</td>
<td>USG Corporation</td>
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$2,500 and above
Abbott Laboratories Fund
The Chase Manhattan Foundation
Household Finance Corporation
Kellogg Business School Benefit

Special Thanks
Chubb Insurance Company
Golf Outing Winners

Aon Risk Services, Inc. of Ill won the golf outing and chose Cabrini Connections to receive the $20,000 award. Wow! And, Thanks.

BECOME A SPONSOR OF TUTOR/ MENTOR CONNECTION EVENTS

- Leadership Conference
- Volunteer Recruitment Campaign
- T/MC Research & Directory
- T/MC REPORT Newsletter
- T/MC GIS Mapping Project
- T/MC Web Site/Distance Learning

CALL 312-573-8851
WHAT A DIFFERENCE A DONOR MAKES!

Put a Tutor/Mentor Program on your Holiday List

While we know every reader will have dozens of charities asking for contributions as the year-end holidays near, we urge you to plan to set aside a portion of your giving for tutor/mentor programs.

Cabrini Connections began this year in its best financial position since organizing in 1993. Yet over the year, we’ve been forced to move from donated space to rented space, and three donors who each gave in excess of $20,000 in 1998 to fund our efforts made decisions not to fund in 1999. While these were based on business changes, or giving guidelines which say a charity can only be funded for one or two or three consecutive years, this does not change the way such decisions change the cash flow of small non-profits.

Imagine how difficult it would be for a child to grow up if at age three a parent said, “Find a new parent. I can only fund you for three years.” Sounds ridiculous. Yet mentoring is like parenting. It’s long term. It takes experienced, committed staff to build trust and participation of youth, volunteers, parents and donors. Without a steady flow of dollars, this trust-building process is constantly changing. While T/MC’s efforts are intended to build a greater flow of dollars to Cabrini Connections, and every other Tutor/Mentor Program in the city, we are a long way from achieving that goal. Which means Chicago is a long way from having an afterschool network that is achieving its potential of helping kids safe, in-school, and heading to careers.

What you can do about it!

1) Make a personal giving plan. Pick a tutor/mentor program and make a commitment that for the next ten years you will provide an annual gift of xx% (you choose) of your income. Start as low, or as high, as you choose. If your income goes up, so does your gift. If it goes down, so does your gift.

2) Put a tutor/mentor program in your estate plan. Either the government will get it, or a charity will get it. It won’t all go to your children. We’d like to see a tutor/mentor program get it.

3) Share part of the office party budget with a tutor/mentor program. We’ve benefitted from the generosity of law firms like Field & Goler, who’ve given $1,000 contributions instead of spending that much additional on a holiday party. We think there are thousands of organizations who could spend 10% less and make an annual contribution of that amount to a tutor/mentor program.

4) Encourage Payroll Giving. Cabrini Connections and many other tutor/mentor programs are listed in CFC campaigns. In addition, many companies allow donors to designate a charity of their choice for their workplace giving. Make sure your employees and friends know of this choice.

5) Dedicate a portion of profits from new projects to tutor/mentor programs. Sara Caldwell, of Amphon Productions, is dedicating 5% of profits from a new book to Cabrini Connections. Dave Whitaker is doing the same on a book he’s writing about Cabrini-Green. New start-ups could set aside 1% of stock for the tutor/mentor program of their choice. As the company grows, so does the donation.

6) Dedicate new charitable trusts to funding tutor/mentor programs, or the Chicago Bar Foundation’s Lend A Hand Fund. The Steans Family Foundation focused $8,000 to funding tutor/mentor programs in Lawndale, matching money from the Chicago Bar Foundation. We’d like to see the 50 neighborhoods of Chicago, and others in the suburbs, with dedicated family-foundation giving programs, using common guidelines such as are in place at the Chicago Bar Foundation (www.chicagobar.org/public/lendahand).

Finally, make sure your gift goes to a tutor/mentor program.

While many well-known youth organizations exist, not all offer one-on-one, long-term mentoring as part of their range of services. And while these programs have similar needs and expenses, we feel that the inclusion of the “one-on-one and group mentoring” component is essential. Look at models of mentoring at www.tutormentorconnection.org.

Choose which type of mentoring you want to support, but please, choose one. We all need your help.

MAKE THE HOLIDAYS COME EARLY! SEND YOUR TAX-DEDUCTIBLE GIFT TODAY!

I support the work of Cabrini Connections and the Tutor/Mentor Connection

Name:_________________________ Phone:_________________________
Address:______________________ Apt #:________________________
City/State:_____________________ Zip Code:_____________________
Company or Organization:_____________________

EMAIL

____ My employer will make a matching gift. I have enclosed appropriate forms
____ Send me information on monthly checking account contributions
____ I have included Cabrini Connections in my estate plans
____ Yes, I’d like to receive email notices of events and fund raising activities

Cabrini Connections is a 501 (c)(3) tax-exempt non profit.
Gifts of stock and securities are welcome!
Governor George Ryan, Mayor Richard Daley, Rev. Jesse Jackson help kick off successful 1999 Chicagoland Tutor/Mentor Volunteer Recruitment Campaign.

The 1999 Tutor/Mentor Volunteer Recruitment Campaign "What A Difference A Day Makes!" concluded the weekend of September 9-11 with over 20 Volunteer Recruitment Fairs held throughout the Chicago-land area. Already the effects of the Campaign are being measured as programs report having recruited wonderful new volunteers. Pascale Raoul at Metro Achievement Center told us that she recruited three new volunteers during the day she Hosted a Fair site at the Harold Washington Library. "It was a great site. Many people came to the library because of information they saw listed in the Chicago Tribune. We already have three volunteers being trained and a couple of others expressed real interest. I look forward to Hosting that site again next year and working together on planning a stronger marketing and publicity strategy." Others, like Maureen Kelleher from Asian Youth Services, who recruited at the Borders Books and Music in Lincoln Park, reported having signed up 5 or 6 really committed new volunteers. In general, the 1999 Campaign appears to be the biggest yet, with preliminary estimates showing that over 3 million people were exposed to the need for volunteers to be tutors and mentors in the Chicago-area.

A large debt of thanks goes to our 1999 Volunteer Recruitment Committee that gathered year-round to plan the Campaign. The Committee included representatives from Big Brothers Big Sisters of Metropolitan Chicago, The Girl Scouts of Chicago, Uhlich Children's Home, Retired Senior Volunteer Program, Literacy Volunteers of America, Epworth Tutoring, Uptown Community Youth Program, Family Care of Illinois, Mercy Home for Boys and Girls, Gads Hill Center, Cluster Tutoring Program, A New Fresh Start Mentoring Program, Metro Achievement Center, Casa Central, Washington Park Youth Program, Jesse Owens Foundation, Southwest Women Working Together, I Have A Dream Foundation, Junior Achievement, and YMCA of Metropolitan Chicago. Special recognition goes out to INVEST, Evanston for coordinating a great effort in the Evanston-area. INVEST reports that the 1999 Fairs almost doubled the amount of interest from last year, and are already actively planning their 2000 Campaign, with their largest planning committee ever. We thank all the members of the Recruitment Committee and all the programs that participated in the 1999 Campaign. Your hard work and commitment to the success of the Campaign is brilliantly evident. We couldn't have done it without you! Please let us know your recruitment success stories.

Read about the 1999 volunteer recruitment campaign, conferences, more at www.tutormentorconnection.org

Following the success of the 1998 Manifesto Letter "Voice Of The People: Our Children Need Your Help" our second Manifesto proved to be an even bigger success. This year our Campaign was endorsed with signatures from Governor George Ryan, Mayor Richard Daley, Reverend Jesse Jackson, Chicago Board of Education President Gery Chico, Illinois continued on page 10

Kathy and Walter are partners at Epworth Tutoring Program in Chicago. Kathy learned about Epworth during the 1998 Volunteer Recruitment Campaign!

Cabrini Connections, P.O. Box 543401, Chicago, IL 60654
 Save Trees! Give this newsletter to a Friend!