

Date: October 31, 1995

Memo To: Board of Trustees and Trustee Nominees:

From: Russell G. Mawby, Chairman, Improving Philanthropy Committee
Linda B. Patterson, Improving Philanthropy Director

Re: Improving Philanthropy Project Update

The Improving Philanthropy Project was created in 1987 to address issues which would strengthen the effectiveness of the nonprofit sector. Two important initiatives currently underway include:

The K-12 Education Project

This project is an effort to include teaching about philanthropy and voluntary association in the K-12 curriculum. The project has been initiated to address the fact that a student can complete a good formal education and never really grasp what the nonprofit sector means to us as a people or as a society. The project advocates that knowledge about "voluntary action for the public good" be included in the K-12 continuum as students gain life skills and become prepared for citizenship. Several Michigan schools are now involved in community service activities. However, there is little reflection about, or application of, the lessons learned through these experiences with subjects being taught in the classroom. This project hopes to correct that circumstance by capitalizing on the current interest in educational reform; believing that not doing so will diminish both our democratic values and our democratic institutions.

W. Calvin Patterson, III, is serving as staff for the project. He has interviewed key leaders in education to solicit their thinking on how to proceed with implementing the goals of the project and to assemble a Steering Committee (see attached list), which held its first meeting on Tuesday, August 29, 1995. We have collaborated with Indiana University, which is engaged in a companion project to transmit the traditions of philanthropy to targeted populations. A data search has been conducted to identify existing curriculum models, and the newly issued National Education Goals and Teaching Standards have been reviewed.

We are conducting a survey in cooperation with the Michigan Community Service Commission to determine what service learning curriculum and policies are currently used in Michigan. A "Curriculum Committee," chaired by Kathryn A. Agard, Executive Vice President of the Community Foundation for Muskegon County, has been established to assist in identifying and prioritizing appropriate subject matter related to philanthropy and voluntary association. The Committee will develop targeted teaching units and pilot the products in selected classrooms. It will then recommend strategies for achieving the comprehensive curriculum goals of the project

The Nonprofit Management Skills Education Project

This project is a cooperative effort between the Michigan Nonprofit Forum; the Presidents Council, State Universities of Michigan; and CMF as a consortium to develop a program to identify and catalogue university-based management and technical assistance resources for the purpose of making management skills training available to nonprofit practitioners in all Michigan communities. This project is meant to respond to the management training needs of community-based nonprofit organizations, which often face time and money constraints that preclude manager's participation in traditionally designed academic programs. The consortium will publish a catalogue of university offerings and maintain an updated data bank of available resources. It is funded by a \$20,000. grant from the W.K. Kellogg Foundation.

The project is being assisted by writing consultant, Evonne Kok, who has held two meetings with university representatives to achieve approval of the project concept, and to design a survey to accurately access existing resources. Two surveys have been distributed. Lessons from the first survey showed how difficult it is, with today's campus decentralization and faculty mobility, for administrators to know of individual faculty members' academic commitments and specific course content. We are hopeful that the catalogue published as the result of this effort will further the following purposes of the sponsoring organizations:

- Michigan Nonprofit Forum - to provide nonprofit practitioners with a simple identification of, and access to, time and cost effective management training.
- Presidents Council - to provide legislators and other interested parties with evidence of university outreach and relevance to local communities.
- Council of Michigan Foundations - to encourage faculty recognition of the academic significance of nonprofit management issues.

Shorter term objectives of the project are focused on identification of existing resources, dissemination of that information, and encouragement of the development of practical teaching units. Longer term objectives will be to extend the effort to other institutions of higher learning, to encourage the inclusion of nonprofit management issues into traditional teaching curriculum, and to strategize on developing more efficient delivery systems for resource training.

**Michigan K-12 Education Project
Steering Committee**

Dr. Russell G. Mawby
Chairman Emeritus
W.K. Kellogg Foundation
Heritage Tower, Suite 1701
25 W. Michigan Avenue
Battle Creek, MI 49017
Phone: 616/963-7153
FAX: 616/963-7611

Dr. Kathryn A. Agard
Executive Vice President
Muskegon County Community
Foundation
424 W. Western Avenue
Muskegon, MI 49440
Phone: 616/722-4538
FAX: 616/722-4616

Mr. Frank Dirks
Executive Director
Michigan Community Service
Commission
Olds Plaza Building, 4th Floor
111 S. Capitol Avenue
Lansing, MI 48909
Phone: 517/335-4295
FAX: 517/373-4977

Mr. David O. Egner
Executive Director
Michigan Nonprofit Forum
38 Kellogg Center
East Lansing, MI 48824-1022
Phone: 517/353-5038
FAX: 517/355-3302

Ms. Suzanne L. Feurt
Program Officer
Charles Stewart Mott Foundation
1200 Mott Foundation Building
Flint, MI 48502
Phone: 810/238-5651
FAX: 810/766-1753

Dr. Anne L. Hansen
Director, School Program Quality
Michigan Department of Education
John A. Hannah Office Building
P.O. Box 30008
Lansing, MI 48909
Phone: 517/373-0048
FAX: 517/373-1233

Dr. Thomas H. Jeavons
Director
Center on Philanthropy and
Nonprofit Leadership
Grand Valley State University
25 Commerce St. S.W.
Grand Rapids, MI 49503
Phone: 616/771-6574
Fax: 616/771-6572

Ms. Dorothy A. Johnson
President
Council of Michigan Foundations
One South Harbor
Grand Haven, MI 49417
Phone: 616/842-7080
FAX: 616/842-1760

Dr. James A. Kelly
President
National Board for Professional
Teaching Standards
300 River Place, Suite 3600
Detroit, MI 48207
Phone: 313/259-0830
FAX: 313/259-0973

Mr. Terry Langston
Youth Project Manager
Council of Michigan Foundations
One South Harbor
Grand Haven, MI 49417
Phone: 616/842-7080
FAX: 616/842-3010

**Michigan K-12 Education Project
Steering Committee**

Dr. John S. Lore
President and CEO
Sisters of St. Joseph Health System
455 E. Eisenhower Parkway, Ste. 300
Ann Arbor, MI 48108-3304
Phone: 313/741-1700
FAX: 313/741-5796

Ms. Marilyn Lundy
President
Metro Matrix Human Services
120 Parsons
Detroit, MI 48201
Phone: 313/831-1000
FAX: 313/831-4634

Mr. Dan E. Moore
Vice President - Program
W. K. Kellogg Foundation
One Michigan Avenue
Battle Creek, MI 49017
Phone: 616/968-1611
FAX 616/968-0413

Mr. Percy L. Moore
Director
Service Agency Administration
Program
Wayne State University
College of Lifelong Learning
6001 Cass Avenue, Room 282
Detroit, MI 48202
Phone: 313/577-0577
Fax: 313/577-5466

Dr. Joel J. Orosz
Program Director
W.K. Kellogg Foundation
One Michigan Avenue East
Battle Creek, MI 49017
Phone: 616/969-2306
FAX: 616/968-0413

Ms. Linda B. Patterson
Director of Family Foundation Services
Council of Michigan Foundations
One South Harbor
Grand Haven, MI 49417
Phone: 616/842-7080
FAX: 616/842-3010

Mr. W. Calvin Patterson III
Project Director
Council of Michigan Foundations
1690 Glen Forest Drive, S.E.
Ada, MI 49301
Phone: 616/676-0097
FAX: 616/676-0097 (call first)

Dr. John W. Porter
President
The Urban Education Alliance
900 Victor's Way, Suite 210
Ann Arbor, MI 48108
Phone: 313/761-2300
FAX: 313/761-2411

Ms. Stella Raudenbush
Director
Michigan K-12 Service-Learning
Center
Office of Outreach Programs
College of Education
Michigan State University
263 Erickson Hall
East Lansing, MI 48824-1034
Phone: 517/432-2940
FAX: 517/432-2352

Mr. Sam Singh
Director
Volunteer Centers of Michigan
38 Kellogg Center
East Lansing, MI 48824-1022
Phone: 517/353-5038
FAX: 517/355-3302