

ROBERT T. JONES, JR.
FRANCIS M. BIRD
ARTHUR HOWELL
EUGENE T. BRANCH
EDWARD R. KANE
ROBERT L. FOREMAN, JR.
LYMAN H. HILLIARD
FRAZER DURRETT, JR.
EARLE B. MAY, JR.
TRAMMELL E. VICKERY
RALPH WILLIAMS, JR.
J. DONALD SMITH
WILLIAM B. WASSON
C. DALE HARMAN
PEGRAM HARRISON
CHARLES W. SMITH
CHASE VAN VALKENBURG
RICHARD A. ALLISON
F. M. BIRD, JR.
PEYTON S. HAWES, JR.
RAWSON FOREMAN
MARY ANN E. SEARS
ARTHUR HOWELL III
VANCE O. RANKIN III
CYRUS E. HORNSBY III
RICHARD M. ASBILL

LAW OFFICES
JONES, BIRD & HOWELL
FOURTH FLOOR HAAS-HOWELL BUILDING
ATLANTA, GEORGIA 30303

May 28, 1969

ROBERT P. JONES
1879-1956
RALPH WILLIAMS
1903-1960

TELEPHONE 522-2508
AREA CODE 404

Honorable George W. Romney
Chairman, Cabinet Committee on Voluntary Action
c/o Department of Housing and Urban Development
451 Seventh Street, S. W.
Washington, D. C. 20024

Dear Secretary Romney:

I am Chairman of The Community Council of the Atlanta Area, Inc. and was among those present at the meeting held in your department on last Friday, May 23. We appreciated very much the opportunity of meeting with you and Mr. Fisher and some of the members of the staff which has been formed to move forward with the Voluntary Action Program. The proposal and the meeting could not have been more timely from our standpoint. Our Council and other organizations in the Atlanta area have been working for fourteen months on the organization of a facility to effectively and efficiently recruit, train and place volunteers. We enthusiastically support the idea proposed by the President as we understand it.

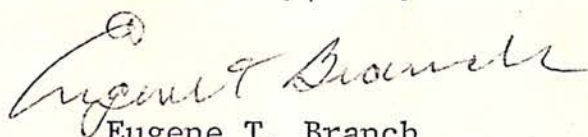
I enclose a Memorandum which sets out the procedure which we followed in organizing and funding an agency designed to use individual volunteers and groups to expand, supplement and enrich programs of existing public and private voluntary agencies and to stimulate the development of new and innovative projects or programs to solve specific problems in specific areas. As stated in the Memorandum, we begin our operation on June 1.

Again, let me say how much we appreciated the opportunity of meeting with you. I am today writing to Mr. Roger Feldman and will send him a copy of this Memorandum. We look forward to

Hon. George W. Romney
May 28, 1969
Page Two

working with your committee.

Yours very truly,

A handwritten signature in cursive script, appearing to read "Eugene T. Branch". The signature is written in dark ink and is positioned above the typed name.

Eugene T. Branch
Chairman, The Community Council
of the Atlanta Area, Inc.

ETB:js
Enclosures

M E M O R A N D U M

May 28, 1969

TO: Honorable George W. Romney
Chairman, Cabinet Committee on Voluntary Action

FROM: Eugene T. Branch
Chairman, The Community Council of
the Atlanta Area, Inc.

This is to review briefly the background and present status of a planned volunteer citizens service project in the metropolitan Atlanta area. This area encompasses five counties in the metropolitan Atlanta area. The project is being sponsored by the Atlanta Chamber of Commerce, Economic Opportunity Atlanta, the Atlanta Junior League, the Community Chest, and the Community Council of the Atlanta Area, Inc. It also has the strong backing of the Office of the Mayor of the City of Atlanta. The Community Council convened the meetings of the organizations which lead to the formation of the project and the Council now serves as the umbrella organization under which the project is operated.

1. Background. The proposed project for the training and placement of volunteers arose from the realization that in the Atlanta urban area we are not likely to be able to expand services as rapidly as needed unless we effectively tap some presently untapped resources. If we undertook to expand the existing services of public and private agencies in the traditional way, it would be years before we would have sufficient funds and trained personnel to make any serious impact on our problems.

The largest untapped resource appears to be individuals and organizations which would like to make a contribution. Efficiently and effectively channeling this resource is not an easy task but it has been done in a number of cities and it was believed Atlanta has a unique opportunity to demonstrate an effective use of volunteers.

In the late spring of 1968, we had a meeting of organizations which were being flooded with calls from citizens and groups which wanted "to do something." We met with representatives from EOA, the Mayor's Office, the Atlanta Junior League, and the Atlanta Chamber of Commerce. From this early meeting, it was decided that we should sponsor a luncheon meeting of organizations which might be helpful in either using or recruiting volunteers. This larger meeting included representation from about seventeen organizations. At that meeting a Steering Committee was formed and has been functioning ever since.

2. Steering Committee Recommendations. The Steering Committee consists of representatives from the Atlanta Junior League, the Atlanta Chamber of Commerce, EOA, Community Chest, and the Community Council of Atlanta. From time to time we have also had present representatives from the Women's Chamber of Commerce.

The Steering Committee after a number of meetings reached the conclusion that the most desirable procedure was to sponsor a demonstration project to extend over a two, maybe three-year period. The project would be jointly sponsored by the Junior League, the Atlanta Chamber of Commerce, Community

Chest, EOA, and the Community Council. Other interested groups would be "members." Funds for the support of the project would flow through the Community Council and be specifically designated for the Volunteer Service project. I enclose a copy of a document entitled "A Coordinating Agency For Volunteers" and this sets out the general procedure which will be followed. This was simply an outline document from which we worked and does not purport to be a blueprint for organizing an agency for placing volunteers. In essence, the purpose of the organization is as follows:

- (a) Recruit and register volunteers and volunteer groups.
- (b) Screen such individuals and groups for placement.
- (c) Provide training for volunteers. This would consist of some classroom activity and some on-the-job training.
- (d) Provide leadership on the effective use of volunteers and work with agencies and programs in which they would be used. The experience which we have had, and that of volunteer programs in most other cities, illustrates that the most difficult part of the job is training agencies to use volunteers effectively.
- (e) Evaluation. We would provide a procedure by which we would periodically evaluate the using agency and the volunteers.

The Steering Committee was divided up into various task forces. One committee reviewed applications for the job of Executive Director. One committee, with the Atlanta Chamber of Commerce, sought a suitable location for the operation. The Junior League, in conjunction with a subcommittee, undertook to recruit the Chairman of the committees which will be responsible for the various functions of the agency. It is contemplated that the project itself will be staffed almost entirely by volunteers.

One of the most encouraging developments is the expressed desire of the Junior League representatives to support the project not only with money but with a considerable amount of volunteer time by its members.

3. Funding The Project. The enclosed outline of the project has been revised from time to time. Of course, EOA has been added as a sponsor. Also, we have reached the conclusion that the first, and possibly second, year of the project could be adequately supported by \$40,000.00 a year.

The Atlanta Junior League has voted to support the project by a contribution of \$15,000.00 during the first year and \$10,000.00 during the second year. The Atlanta Chamber of Commerce has voted to provide \$10,000.00 during the first year. The contribution towards the second year operation has been left open. The Community Chest is contributing \$5,000.00 for the first year's operation. Local foundations are providing the balance of the funds.

The Community Council has provided some staff assistance and will continue to do so. EOA has also provided staff and consultant support and has pledged to continue to do so. I enclose a copy of a letter from Jim Parham dated March 12, 1969 indicating the willingness of EOA to be one of the sponsors of the project.

I also enclose a copy of a letter from Mayor Allen dated April 10, 1969 expressing the City's interest in the project. We have communicated frequently with Mr. Dan Sweat in the Mayor's Office, and I am confident that we will be able from

time to time to obtain assistance from the City. Mr. Sweat's office has been flooded with people and organizations calling to find out what sort of project or program they could work on and they have not been able to respond as they would wish.

4. Present Status of the Project. The project has been named "Volunteers Unlimited." We have had donated to us until September of 1970 a building which fits the description set out in the document entitled "A Coordinating Agency For Volunteers." The building has adequate adjacent parking, is just off an expressway, is near the complex of predominately Negro universities in Atlanta, and is easily located. We have employed an Executive Director who is now working on a voluntary basis but goes on our payroll on June 1. The Chairmen of the committees charged with the different responsibilities of the agency have been named and are enlisting their committee members.

We will spend about two months educating our committees on their functions and getting our building in shape for operation. When we are equipped to recruit, train and place volunteers effectively, we will have a concentrated program designed to give full publicity to the purposes of the agency. The agency will be run by a Board which will encompass representation from every segment of our population.