



The Extra Mile - Points of Light Volunteer Pathway National Monument ***“Honoring those who have gone the extra mile for others”***

The Extra Mile - Points of Light Volunteer Pathway (The Extra Mile), located in Washington, DC, is America's national monument paying tribute to such well-known men and women as Clara Barton and Martin Luther King, Jr., and many other Americans who have left an equal enduring legacy of social achievement.

The Extra Mile tells the story of these great Americans who, through their caring and personal sacrifice, reached out to others, building their dreams into great movements that helped people across America and throughout the world. Collectively, these

honorees tell the story of the vital role that the institutions of charity and volunteering have played in shaping our nation's history.

When completed, more than 70 custom-designed, circular bronze medallions will form a mile-long pathway adjacent to the White House. Hand-sculpted on each medallion will be a bas-relief rendering of the honoree and a brief description of his or her achievements and a quotation. The medallions, each measuring 42 inches in diameter, will be set into a six-foot square block of black granite embedded in the sidewalk.

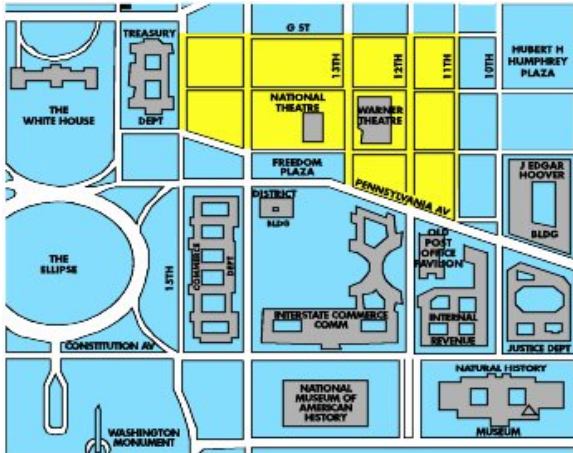


Former President George H. W. Bush and First Lady Barbara Bush will dedicate this unique national monument on October 14, 2005, in Washington, DC at 10AM. Former Presidents Carter and Clinton, and President Bush, have also been invited and are expected to preside over this special ceremony.

In addition to the monument itself, and contingent upon future funding, many additional components are planned to supplement the experience of the monument beyond Washington, DC. These planned components include:

- **Service Learning:** Educational materials can provide a service-learning curriculum for use by teachers, parents, mentors, pastors and youth group leaders. The service-learning curriculum can provide students an in-depth look at the honorees and provide information about how and what they can do to volunteer in their communities. This can build on the already successful *Students in Service to America* initiative that engaged 130,000 schools and 60,000 nonprofits.
- **Web Site:** The existing web site, www.extramile.us, can be adapted to become a classroom-teaching tool. Its now static form can be re-engineered as a dynamic interactive site supporting a service-learning / civics curriculum.
- **Experience Center:** Through a variety of films, state-of-the-art exhibits and artifacts, an experience center can depict the events, organizations, and individuals that have shaped the history of American volunteering and philanthropy. It can give visitors a sense of the contemporary issues that nonprofit and philanthropic institutions confront on a daily basis.
- **Traveling Exhibition:** An educational outreach program exhibition can carry its lessons to the rest of America. The information can be conveyed through a brief video, artifacts, replica medallions and printed materials. The exhibit can promote volunteerism among America's youth through a proprietary video library and teach its visitors across America the lessons imparted by the monument itself.

- **Lecture Series:** A series of local and national university/collage sponsored lectures tied to the lives and deeds of *The Extra Mile* honorees can be conducted.



The Extra Mile (in yellow) will occupy a site adjacent to the White House –just a short walk from many prominent Washington landmarks.

- **Television Show:** A series of TV programs, each up to one hour in length, can feature the honorees of *The Extra Mile*.

- **National Public Radio:** Several regular NPR radio shows can bring to life the stories of honorees for NPR listeners.

- **Coin Collection:** A series of miniature medallion replicas 2” in diameter can be minted.

- **Book:** Suitable for coffee table use, a book can be published featuring photographs and essays about *The Extra Mile* honorees and their organizations.

Summary

The Extra Mile will build public awareness of, and support for, volunteerism. It will inspire America’s youth to emulate the examples of its honorees and become the nation’s next generation of community leaders. Nearly two million visitors will walk *The Extra Mile* each year and learn the vital importance of philanthropy and volunteering to America’s communities.

Sponsorship

Sponsoring *The Extra Mile* means reaching millions of annual visitors to the Monument, and millions more through media coverage, television, radio, web site and service learning curriculum. Sponsorship of this high profile, high visibility initiative can increase your organization’s sales, influence brand selection, and enhance your public image. Corporate Sponsorship levels range from \$50,000 per medallion to \$1 million for naming rights for the entire monument. Gifts from individuals who want to support the Extra Mile or who are affiliated with it’s honorees are also welcomed and encouraged to contribute at or below the above levels. For more information about becoming a sponsor or donor, contact:



Jared B. Hughes
Director of Development Operations
Points of Light Foundation & Volunteer Center National Network
1400 I St., NW, Suite 800
Washington, DC 20005
202-729-8196 (phone)
202-277-4557 (mobile)
202-729-8181 (fax)
JHughes@PointsofLight.org
www.ExtraMile.us / www.PointsofLight.org