

A Sense of Values

Newsletter of the Values Institute of America

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Values in Alignment™ Becoming Reality

Imagine millions of young people embracing the common values that hold together our society...

Imagine staff members of youth organizations embracing and living out the values they want to pass along to the kids they serve...

Imagine CEOs of youth organizations embracing a values-based leadership model that allows them to optimize their people and their resources...

Imagine Boards of Directors ensuring continuity of purpose by reinforcing Core Values, and ensuring that behaviors consistent with those values are modeled and taught... Imagine a better tomorrow... We did.

"That's the genesis of Values in Alignment," said project manager, and board member, Brian Regrut. "And today, in some of Virginia's Boys & Girls Clubs we're beginning to see results."

More than 100 staff members have participated in day-long orientation sessions and presently club members are participating in curriculum trials in three cities around the Commonwealth.

Effective Partnership

Partnering with the Boys & Girls Clubs in Central Virginia, Southeastern Virginia and Harrisonburg and Rockingham County, the Values Institute is testing this approach in venues where children spend several hours each day with people that they often see as role models.

"If staff and volunteers at the clubs consistently live out the values that the Boys & Girls Clubs want to pass along," said Regrut, "they will be effective in helping these youngsters develop behaviors consistent with the shared values necessary for them to become effective parents, citizens, workers and leaders."

"It's pretty simple," added H.R. (Harry) Pollard IV, chairman of the Values Institute. "Good values yield better choices!"

Pollard, who also serves on the Board of the Metro Richmond Boys & Girls Clubs explained that "Values in Alignment addresses organizational and programming needs of Boys & Girls Clubs to enhance a culture

that focuses on shared values and provides a vehicle to ensure consistent, continuing reinforcement of character-building principles.

"It's a holistic approach to passing along values to the next generation," he added.

Those values, identified in a series of 17 focus groups and more than 300 surveys are Integrity, Responsibility, Respect, Self Esteem, Compassion, and the underlying values of Achievement and Ambition.

Values in Alignment is a multi-step process designed to ensure that youth organizations, like Boys & Girls clubs, make

(Continued on back page)

imagine

Challenge Grant Exceeded

When board member Jack Dannemiller, and his wife Jean, challenged the Institute to raise \$40,000 which they would match, fellow Board members got to work. In just five weeks from mid-December to January 15, 2005, the Board met and exceeded the challenge, raising \$44,754 through a personal calling effort for leadership gifts.

"For a relatively new organization, this effort provides a tremendous boost," said Brian Regrut, Values Institute Project Manager.

The \$85,000 will enable the continued development and implementation of the Values in Alignment process that is being incorporated at Virginia Boys and Girls

Clubs serving more than 15,000 youngsters.

The process, which incorporates components for staff as well as members, will have a vital impact—not only on the young people it touches, but the entire organization. The youth at three club sites are now engaged in the curriculum, which will be rolled out to some 30 clubs later in the year.

Many thanks to everyone who responded with such swift and generous support and to Jack and Jean Dannemiller for their vision, leadership, and creativity.

\$85,000



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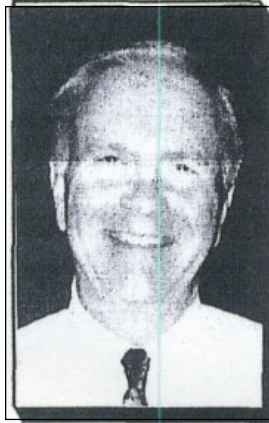
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The Values Institute Mission Statement

"Our purpose is to develop strong moral and ethical cultures in communities throughout America by assisting individuals and organizations to identify, communicate, and put into action values that build character in young people, the future leaders of our country."

Chairman's values orientation leads to Institute's founding

A Boy Scout is "trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, reverent," remarked Harry Pollard. "That is nailed in my head. The values of the scouts influenced me, and they were reinforced at home. I grew up in a church and came out of a Christian family," recounts the lawyer about his upbringing in Richmond's North Side. For Pollard, the family is the basic foundation, where everything starts. He grew up in that environment.



Harry Pollard

God Gave Us Values to Think About

His experience with his family and education in the law gave him certain principles as a guide for life. He describes humans as unique in grasping concepts. He says, "God gave us values to think about. Principles are very important. We apply them to make good decisions for us and those we care about."

What should men and women do when they encounter varying circumstances? A mind that brings values and reason to a given situation leads to the best conclusion. Pollard sees that conclusion in his own need to take action, to do something.

But the process takes time and the hard work "to view reality correctly and think about it. We are called to struggle."

Pollard became disgusted with the decline in morals in the 90s. He saw the behavior of the nation's president, coarsening of the media, rise of illegitimacy and trouble in schools as leading to chaos.

The trends led Pollard to seek the counsel of Irving Stubbs, a longtime friend and consultant to Pollard's law firm. "We had talked about lots of things that are important over the years."

Establishing The Values Institute of America

The two men decided to establish the Values Institute of America with an initial focus on character education and the core values of organizations that shape and guide the culture of America. Reality surfaced. "It is harder to change adults," Pollard found. Today the Values Institute concentrates on the youth in the Boys and Girls Clubs throughout the Commonwealth.

Pollard had joined the Boys and Girls Club Board in 1995. In the next seven years the Club grew from nine to 21 locations. Pollard conferred with the Club's executive, Chuck Brady, and asked how his law firm could become more involved. In time, Brady suggested a Youth of the Year Award that led to a dinner sponsored by the firm. Before the first dinner the members of the Parker, Pollard, and Brown firm joined with Club leaders in the planning and judging for the event. "My associates were inspired by meeting with the young people nominated for the award," Pollard said.

At the first dinner Pollard shared the reasons for the support of this cause, which shows that "we care about children."

First of all, there is a huge emotional payoff for working with young people and feeling that you are meeting their needs. (Continued on Page 3)

“When no one is watching”

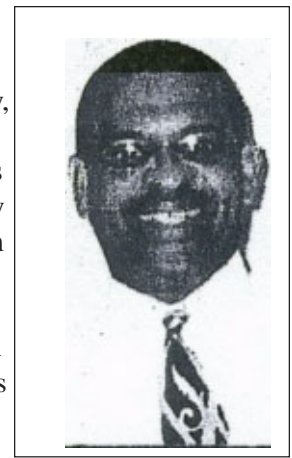
“The righteous man walks in his integrity.” Each morning in his office, Jerome Levisy, Senior Vice President for Program Services of the 23 Boys and Girls Clubs of Metro Richmond, reads this Biblical proverb (20:7), which he has mounted on a plaque. “That’s how I start my day. Honesty is the driving force behind what I do. I don’t want to lose my credibility. It’s important that the staff knows what to expect, where I stand, and that I am dependable.”

Levisy, who manages day-to-day operations for the Clubs, participates in monthly meetings of the Club’s staff, where those gathered discuss successes. He aims to instill in staff positive role models. (Although for Livesy “character is what you do when no one is watching.”)

The senior vice president asserts that the boys and girls coming to the clubs live in homes and a community where those values are often missing. “We fill that gap and try to provide a guide to mold their lives around,” he says.

“Until the Values Institute provided its guidelines we had no formal values program and no system in place. The Institute has provided an excellent start in a guiding model to pass on to youth.” Livesy notes the material can be used with staff as well.

Livesy made such a statement when he joined Harry Pollard and Brian Regrut, project director of the Institute, in presenting a case for financial assistance to the grants committee of The Community Foundation serving Richmond and Central Virginia. On April 7 the Foundation responded favorably and awarded a grant enabling the Institute to carry on its vision to promote integrity and the message that character “is what you do when no one is watching.”



Jerome Levisy

Special Thanks to The Community Foundation Serving Richmond and Central Virginia, The Jubilee Fund at the Schwab Fund for Charitable Giving and the Robins Foundation for their support of the Values in Alignment pilot project. Thanks also to Anheuser Busch Foundation, BB&T Charitable Foundation; and U.S. Bancorp Foundation for their support of the Values in Alignment curriculum development.

Pollard (continued from Page 2)

One cannot help but be touched in a heartfelt way when one listens to Club members talk about what they want to do with their lives and what the Club has meant to them.

There is a more important reason. It is purely rational and because it is rational, the support that it creates should have a more lasting effect. If the quality of our life in America is going to survive we need to have strong communities. This is true for many reasons ... From a business standpoint it is vital that there is a healthy environment in which our businesses can be productive and flourish.

Benefits of Sound Thinking

Pollard with his devotion to reason sees the benefits of the application of sound thinking and values to the community, the children, his family, and himself.

The child grows up to lead a productive life. He or she reasons and feels that this is where I am supposed

to be. “I am a player. I have value.” A person with that conviction experiences happiness and is fulfilled with a sense of satisfaction. A year ago Pollard called Stubbs in for a family discussion in which his wife, Judy, and all seven from the next generation, his four children along with their three spouses, participated. “We talked with each other about the values component in our lives, long term goals, and character traits.”

“To my understanding of morality, if I give to something that is good, that has value, I ultimately get more back than what I give. I should give until it hurts, to sacrifice for something important. With the pain something happens. A mystery.” Pollard observes, adding, “With the children it comes back in the joy in relationships.”

This article was contributed by newest Board member Jim Doherty, who has completed the manuscript for the book *In Praise of Givers* to be published this fall. This profile of Harry Pollard, co-founder of the Values Institute, is among the 71 vignettes of givers in the Richmond region.

Why Integrity is the Values Institute's First Value

by Co-founder Irving Stubbs

At the August 2002 meeting of the Board of the Values Institute of America, five values were adopted as the core operational values of the Institute. The value first listed was integrity. If you have integrity, you are practicing many of the other values. We may think of integrity as the sum of constructive values as practiced.

According to the Josephson Institute, people with integrity tend to demonstrate the courage of their convictions by doing what they think is right even when there is great pressure to do otherwise. Common challenges to our integrity might be when—

- a store clerk gives you more change than is due
- you know something about a family member that could threaten a marriage
- a neighbor asks you to be a job reference on a job application that you know includes misrepresentations of facts.

Johnny Mercer, the song writer and one of the founders of Columbia Records, practiced integrity. His



Irving Stubbs

father went bankrupt in the Depression. After he sold his stake in Columbia Records, Mercer paid off his father's creditors with interest.

A concerned mother reported to ethicist Randy Cohen in the New York Times Magazine that her 11-year-old son confessed to selling his completed homework to classmates, for which he earned about \$10 a week. The mother saw this as cheating; the father as entrepreneurial. What would you call it?

When the Values Institute adopted integrity as one of five core operational values, this imposed a set of standards for the Board.

- ◆ We will seek directors who are known to practice integrity.
- ◆ We will assure that all of our transactions are characterized by integrity.
- ◆ We will provide only those services that reinforce integrity.
- ◆ We will deal only with service providers who are known to practice integrity in their respective professions or businesses.
- ◆ We will expect all with whom we deal to challenge the Institute on any breaches or apparent breaches of integrity.

Values in Alignment Pilot Underway in Three Cities

(continued from front page)

long-term commitments to instilling values-based cultures that honor and reward behaviors that reflect the organizations' values. Steps include:

- 1 Securing board commitment to core values and continuity of purpose
- 2 Introducing top management to values-based leadership for organizational alignment
- 3 Embedding core values in practices and procedures including hiring, evaluating and promoting staff
- 4 Orienting staff to core values and alignment process
- 5 Providing ongoing reinforcement of core values
- 6 Training staff to deliver curriculum
- 7 Securing support of parents
- 8 Teaching and encouraging youth to embrace positive values
- 9 Providing visual reinforcement
- 10 Nurturing behavior consistent with identified values
- 11 Evaluating effectiveness
- 12 Refining and retooling as necessary

As leaders of clubs adopt the Values in Alignment process and incorporate these steps into the life of their clubs, they should begin to see their young members adopting the Core Values and exhibiting behavior consistent with those values. The current trial of the 12-session program will help us determine what works best and what needs to be improved in the program we will be using in a broader pilot later in the year.

Plans are underway to teach the curriculum at more than 30 clubs in Virginia during the remainder of 2005, followed by a formal evaluation to be completed in January 2006. Call for more information: 804-744-8300.

Notice our Insert?

The insert is excised from the 44 page youth **Activity Book**, used in conjunction with the Values in Alignment curriculum. If you'd like a copy of the **Activity Book**, call us at 804-744-8300.