

# Ahead of our Time

*The opportunity of a lifetime to participate in the  
defining moments of the most basic unit of society . . .*

The Family

*The family is in transition. Changes in values and family functions are so massive and permanent that major news stories cover the shifts and ask "why?"*

*The outcomes and consequences for the next three generations, at least, will depend upon what we do now as professionals in collaboration with individuals, foundations, businesses, and non-profit organizations to:*

***Empower Individuals \* Strengthen Families \* Enable Communities***

# How Long Have You Been Looking For This Opportunity?

If you want to be remembered forever and feel the deep, intensely satisfying inner peace that comes from knowing that your life and your contributions have made a lasting difference in the lives of countless others, we at the American Association of Family and Consumer Sciences (AAFCS) invite you to begin here.

The years ahead will be the most significant and defining moments for the family . . . the fundamental unit of society . . . the basic component from which everything else evolves.

What more worthwhile pursuit could there be than to promote the healthy functioning of families . . . made up of individuals who will ensure a sound society for us all?

The purpose of this publication is to engage you in putting your hands and your good name on AAFCS programs . . . initiatives that affect your family and others like you, as well as those who have not been as fortunate as you. Toward this purpose, we intend to:

- \* **Present** information about one of the most unique and amazing professions that modern society has ever experienced;
- \* **Introduce** AAFCS as the premier national association that represents and advances the profession called family and consumer sciences;
- \* **Summarize** issues and concerns that have propelled the profession while bonding AAFCS members together with other professionals and with families in working on everyday problems and solutions;
- \* **Show** that AAFCS is the best organized and most valuable channel for working directly with thousands of specialists who collaborate on research and projects to solve problems and address challenges faced by the families served by AAFCS members;
- \* **Begin** a dialogue with you about AAFCS and its partners and where there are immediate and vital roles for you, your company, organization, or foundation to claim as a legacy to leave the world a better place.

## Perspective: Unique and Amazing Profession

*The headlines, television programs, web sites, trade publications, and talk shows remind all of us, daily, of the influence and impact that family and consumer sciences has on each of us, on our families, and communities.*

In fact, the profession has a 100-year history of being so far ahead that, at times, it seemed out of place or radical. It may take 10, 20, 30, or more years for many among us to "discover" and even adopt a concept first developed and delivered to the world by family and consumer sciences professionals.

**Child care, the quality of diet linked to the health and productivity of workers, ethical considerations of technological advances, increasing life-spans linked to a redefinition of the family's intergenerational functions and roles - these all have come from the visions, research, writing, and practices of family and consumer sciences professionals.**

By the time a concept in the discipline is transformed into new knowledge or a commercially-successful enterprise, the trail back to its origins in the family and consumer sciences has nearly vanished. Indeed, the value of the idea and the work to apply it to every facet of family life increases with each additional specialist and professional that integrates knowledge and resources into the original concept.

**Project Head Start, curriculum used to train Peace Corps volunteers, standards used to accredit and license child care personnel and facilities, and standard sizes for clothing - who can recall the family and consumer sciences pacesetters who conceived these?**

Energy conservation in housing design, career education, and programs to support families as women took their place in the work force - who can name the family and consumer sciences professionals who originated and worked on these far reaching efforts?

Project Taking Charge (PTC) is among the most effective adolescent pregnancy prevention programs in the nation with demonstrated, positive results. It is a values-based, abstinence-focused course for seventh and eighth grade students and includes a parental involvement component. It integrates vocational exploration, interpersonal and family relationships, decision-making and goal-setting, and family life education. It uses a holistic approach to adolescent pregnancy prevention.

The PTC project was developed and implemented by AAFCS members. Field tested in 19 sites throughout the country, the PTC curriculum has proven to be successful in changing adolescents' knowledge of and attitudes about human sexuality.

**Original support for the award-winning project came from the Office of Adolescent Pregnancy Programs, U.S. Department of Health and Human Services. The Project has an eight-year**

**proven track record and has effectively reached adolescents at a relatively high risk for pregnancy before the majority become sexually active.**

As with PTC, AAFCS invites other collaborative partnerships with donors on an immediate and massive scale. Possibilities seem endless; therefore, focusing on a few centerpiece projects involving states, specialties in family and consumer sciences, and a variety of work settings guarantee the best investment.

Success will depend on the response to this invitation by those aware of the profession's amazing legacy and by those who are just discovering the excitement and potential of the profession today.

## Families and the Future

*To partner with AAFCS members and their clients and customers is to be a pioneer. The big picture view of the family and numerous forces that are reshaping family functions come into sharper focus when one becomes involved in AAFCS projects.*

*AAFCS defines the family unit as two or more persons who share resources, share responsibility for decisions, share values and goals, and have commitment to one another over time.*

*The family is that climate that one "comes home to" and it is this network of sharing and commitment that most accurately describes the family unit, regardless of blood, legal ties, adoption, or marriage.*

The forces of change are clear and interrelated - technological, economic, social, and public policy changes. What is uncertain is how much or how quickly these changes will affect family functions such as nurturing and socialization of children and accountability for elders.

Other functions such as companionship, providing care for the elderly and sick, plus support for unemployed family members, will also be affected by the forces of change.

**The future and long-term implications of these force's of change are at the core of the AAFCS centerpiece projects presented in this publication.**

Consider the implications of trends such as increased life spans; new patterns of work; family members living further apart; the continuing rise in multiple-income households; career changes or job relocations with nearly equal incomes at risk; or fewer volunteers to conduct community activities. Think about the economic redefinition that comes with each major shift in how we work and function as families, such as that experienced in the shift from an agrarian society to an industrial based society, then to an information technology oriented society.

Nontraditional families, blended families resulting from divorced parents who remarry, and changes in family life cycles due to an aging society have long-term implications, too.

AAFCS is not the only organization doing something to affect positive changes in families. It is the only organization, however, that represents the entire community of family and consumer sciences, which is the only profession that brings a holistic, integrated, preventive course of action to bear on technological, economic, social, and public policy changes - at the same time.

**Therefore, AAFCS and its centerpiece programs need your support and involvement to continue to be directly involved in defining the future of the family. The challenges, the opportunities to participate, and the potential outcomes are all enormous.**

At the same time, none of this is abstract. These are the best opportunities any of us will ever have to make a measurable difference in the very core of our society . . . the family. This is your opportunity to build and participate in the model programs that involve partnerships at the national, state, and local levels.

# AAFCS: The Best Vehicle For Working Together

Founded in 1909 as the American Home Economics Association, the American Association of Family and Consumer Sciences (AAFCS) is one of the oldest professional societies in the United States.

Its reputation, credibility, and power to make a difference in the quality of life and future of families and individuals stems from two characteristics that have never changed and have withstood the test of time.

**These are a clear, compelling mission and the courage to get in front of the issues and remain on the cutting edge of social, economic, technological, and political changes. Also, the programs it starts or chooses to support through coalitions and co-sponsored efforts tend to become big news makers.**

The mission of the American Association of Family and Consumer Sciences is to effect the optimal well-being of families and individuals by empowering AAFCS members to act on continuing and emerging concerns, focusing their expertise on critical issues, and assuming leadership among organizations with mutual purposes.

**AAFCS has earned a reputation for organizational strength and the capacity to create innovative programs and organize integrated teams.**

The organization provides both access and mechanisms to navigate an outstanding network of professionals and resources.

The conceptual and program framework that supports projects or issues related to family functions has withstood the test of time - from the beginning of home economics in the late 1800s through the Industrial Revolution at the turn of the century, to what has now evolved as family and consumer sciences.

This guarantees AAFCS efficiency and leveraging for every hour and dollar committed to any number of programs or nationwide initiatives.

# Access Our Synergistic, Integrative Network & Resources

Participation in AAFCS programs means access to people and resources, combined powerfully and efficiently in one organization, specifically:

\* **The professional expertise** of more than 15,000 AAFCS members who are family and consumer sciences professionals employed by:

- (1) Colleges and universities as administrators, teachers, and researchers;
- (2) Elementary, secondary, and adult education systems as teachers and administrators;
- (3) Federal, state, and local governments as policy analysts, researchers, program designers, and administrators;
- (4) Human services organizations as counselors, social workers, child care facility directors, community outreach program administrators, dietitians, and therapists;
- (5) Privately and publicly owned companies as consultants, education directors, industry spokespersons, public relations specialists, entrepreneurs, and officers;
- (6) Home and community organizations as professionals working part-time or as volunteers; and
- (7) Research institutes in academic and business settings.

\* **The technical expertise** of members who specialize in textiles and clothing; nutrition, health, and wellness; child and family studies; hospitality and tourism management; family economics and resource management; merchandising; education and technology; art and design; family relations and human development; housing and environment; communication; and, issues across cultures worldwide.

\* **A national headquarters**, located in Alexandria, Virginia, just across the Potomac River from the nation's capital, and the staff of 20 individuals who provide services to member and nonmember customers and facilitate the growth of programs.

\* **An annual budget** of more than \$2.6 million which comes from membership dues and program-related sources, such as the Annual Meeting, workshop fees, publications, accreditation and certification fees, program initiative support grants, and extramural funding in the form of gifts and contributions.

\* **The 54 affiliated state associations**, including the District of Columbia, Puerto Rico, American Pacific and American Overseas, that have governance and operational units modeled after the national Association.

\* **A dynamic relationship** among members, headquarters staff, and the public is kept in balance by clearly defined goals and priorities through a constant flow of communication. Headquarters operations are guided by policy-making units, including a Board of Directors, Council for Accreditation, and Council for Certification, plus national committees, units, panels, and commissions.

# Priority Programs For Individuals and Families

AAFCS programs and public affairs activities have transformed many aspects of the lives and work of millions of individuals and families. To strive for improvements in family functions while also examining the implications of the profound changes now shaping the nation's business and consumer relationships, the Association is pursuing work in the following priority areas.

## *The Early Childhood Initiative (ECI)*

AAFCS was a key collaborator in this enormously successful national program, led by the New York-based Families and Work Institute.

ECI eventually involved hundreds of non-profit organizations and corporations in a shared vision to bring about change - through a powerful mix of public education and community mobilization activities.

Launched in the spring of 1997, *I Am Your Child* is a national public awareness campaign spearheaded by actors Rob Reiner and Michele Singer Reiner, and many experts from the early childhood fields.

This is one of many elements of ECI, and AAFCS members are involved extensively through Head Start, child care sites, hospitals, libraries, schools, and grassroots activities in all 50 states and the District of Columbia.

**AAFCS initiatives emphasize empowering a cadre of trainers to translate technical neuroscience findings on early brain development and its implications throughout all practice areas and specializations of family and consumer sciences.**

This means the landmark findings on brain research in children from 0 to 3 years of age, now possible because of advances in technology and information, can become meaningful and useful to the people that AAFCS members reach on a daily basis - the public, parents and other early childhood caregivers, educators, and policy makers.

## *Project Home Safe*

Originally funded by Whirlpool Foundation, Project Home Safe is now a classic resource on the issues of child care for children ages 5 to 13.

When family functions shifted as both parents went to work or as single parents had to find new or different sources for taking care of children before and after school hours, the child care industry for school-age children grew rapidly.

Whirlpool discovered this phenomenon early on when children, at home alone, would call its consumer hotlines for assistance and help with everything from how to wash clothes to how to operate a microwave oven.

AAFCS was the first choice for professional assistance and collaboration on developing community-based options for school-age care because of its historical ability to work with multiple issues within

the context of family functions. AAFCS members have a broad understanding of the ways that children 5 to 13 have needs that are entirely different from those of pre-school children.

The first-ever standards for school-age child care were developed by AAFCS members as part of Project Home Safe. The Office of Education and the National Association for Education of Young Children adopted these standards for child care program accreditation throughout the U.S.

#### *Accreditation & Certification*

AAFCS grants accreditation status to college and university family and consumer sciences programs that meet or exceed standards for baccalaureate degree programs.

Quality assurance for the profession stems from college programs, where educators prepare professionals, assimilate knowledge, and work on the emerging issues facing families and individuals.

The profession depends on college settings to conduct research and development, innovate new solutions, and translate knowledge to consumers as quickly as possible.

**It is in the accreditation process where AAFCS defines standards of quality for university programs.**

AAFCS also certifies individuals in the field.

The Association conducts a comprehensive volunteer certification program for all family and consumer sciences professionals, which assures employers that those who are certified have attained a verifiable level of competence and continue to enhance that knowledge base.

#### *National Showcase (Annual Meeting) Programming*

Public education and information dissemination that presents holistic, multidisciplinary points of view have been an AAFCS hallmark. Programs, open to the public, on topics such as stress and the family, newborn health and nutrition, links between diet and cancer, changing role assignments in families, intergenerational issues in families, and many other issues are presented.

Annual Meeting program creation and participation provides a nationwide opportunity to work on public programs and issues in communities where an organization or business wishes to have a positive influence. Collaboration and innovation through sponsorship of special events or exhibits during the Annual Meeting provide more opportunities to learn and advance shared objectives.

Hallmark events, such as the Commemorative Lecture, the Pacesetter Dinner, the Recognition Luncheon all provide a way to make a long-term commitment while allowing for the changes in program emphasis and family issues from year to year.

#### *Public Policy*

The annals of AAFCS are filled with accounts of Congressional testimony, appointments to Presidential study committees, as well as systematic, sustained activity in the legislative process.

**In recent years, the Association has served as one voice for strong families in areas of population education, rights of women, standards for day care, vocational education, food safety initiatives, affordable child care, children's healthcare, as well as the availability of dependable elder care.**

Leadership in public policy has grown in areas that will determine the support and information required by an aging population. This cuts across policies in health, housing, volunteerism, lifelong learning, leisure pursuits, transportation, and caregiving.

Family and consumer sciences professionals are concerned with public policy at the international, federal, state, and community levels.

In all of the areas of specialization, graduates who understand public policy formation and have the skills needed to help shape public policy will prove a major asset to their employers.

Public policy venues provide multiple opportunities for individuals and businesses to achieve, in collaboration with the Association, what would be difficult, if not costly, to accomplish on their own.

Together, these national programs advance AAFCS's historic commitment to create healthy environments for families through members, who each reach about 150 constituents weekly on a customer-relationship basis, and up to 30,000 or more customer influence contacts for members who work in the consumer product areas. That translates into regular, consistent contact with more than 3 million people every week, by members of the AAFCS.

**Add to this the constituents and mission of partners of AAFCS and the outcomes can be absolutely profound.**

Family and consumer sciences professionals are the ones families trust, invite into their lives, look to for reliable information, and depend on to provide hope, when other options are hazy or not yet learned.

## Priority Use of Gifts

*AAFCS seeks support for the following initiatives. Each is consistent with the mission, priorities, and uniqueness of the Profession and the Association.*

*The Early Childhood Initiative* - Includes full funding for Phases Two and Three, plus any further work that takes the program to its potential for the next three years.

The program builds on the enormously successful and popular national awareness and education campaigns that made early childhood development a top priority for our nation.

Outreach is extensive and includes corporate leaders and policy makers, in addition to an expanded network of trained family and consumer sciences professionals.

*Recruitment of Students* - Recruitment and retention of students into the specializations with predicted discrepancies between supply and demand will be a priority of AAFCS 1999-2001.

This is your chance to influence the next generation of professionals and to assure that bright, committed students stay in school, enroll in college, consider graduate school, and take their places as competent, caring professionals.

Funds will be used for aggressive recruitment, especially of minority students, and for financial assistance to students while in school. Scholarships, fellowships, paid internships, assistantships for students to gain teaching and community-based professional experience, low-interest loans - all of these require an endowment to assure the longevity of the effort.

*Leadership Development* - Support opportunities for family and consumer sciences professionals to chair problem-solving initiatives, work at the community level, speak in public, write for public edification, develop positions on critical social and economic issues, and engage in the development and advocacy of public policies which strengthen families and communities.

*Other Funding Opportunities* - You may want to consider underwriting a publication or commissioning an author on an issue that excites you.

Consider sponsoring a general session at the Annual Meeting or at the Leadership Conference.

Fellowships for graduate students, scholarships for undergraduate students: all of these are best supported with private gifts and contributions.

You might want to consider supporting the Association's international programs, including building capacity in Third World family and consumer sciences programs.

Supporting the infrastructure and delivery of distance education, "just in time" learning, available to students everywhere, is a challenge that will interest some donors.

*Customized Projects, Co-Created With The Sponsor* - The profession is so broad and opportunities are so many that imagination and creative giving have plenty of room for expression in AAFCS's Development programs.

Members of the Development Committee and staff have extensive experience working with foundations, individual philanthropic programs, corporate and community-based development offices, and government agencies.

Perhaps a custom-tailored conference to focus on issues or projects of mutual interest or concern will help you to realize your goals.

Whatever your passion, there is likely a partnership opportunity available, using the talents, networks, and other resources that matter to you. YOU can make a difference with your gifts.

## Ways of Giving For Lasting Impact

*AAFCS is a 501(c)(3) tax-exempt association with objectives closely identified with public and educational concerns. AAFCS is seeking gifts, partnership contracts, and multiple-year philanthropic arrangements for programs that will enhance the public well-being.*

Traditionally, many donors assume that the **preferred gift** is one made outright. Although AAFCS welcomes and encourages outright gifts (we remain mindful of everyday needs), there are other ways to support our programs and leave a lasting legacy through planned giving.

**Planned gifts** are simply donations that require planning to complete. Gifts may be made in your lifetime or under your will. Some gifts allow you to receive a lifetime annual income as well as a tax deduction in the year the gift is made.

There are many types of gifts and ways of giving possible these days. The Development Committee and AAFCS staff will work directly with you or your representatives to find the appropriate vehicle and level of giving.

Reasons for giving are as unique and as important as the person who determines that AAFCS is the best vehicle for advancing causes that make a difference in thousands of lives. One doesn't have to set out to change the world; still, it is possible to "find your voice" and shape change in significant ways through family and consumer sciences national leadership and grassroots networks.

**Restricted and unrestricted gifts**, as either deferred or current, are ways that individuals and corporations participate in AAFCS programs. The Association welcomes **gifts of cash**, offering the donor the standard charitable deduction, and **gifts of appreciated property**, such as stocks and real estate.

Pledges payable over several years and **gifts-in-kind** (e.g., materials, services, and executives on loan) provide sustained ways to support causes that the donor believes in and wishes to exercise privately or in highly-visible ways.

## Benefits to the Donor

*No gift to the AAFCS Development effort is too large or too small. All inquiries and dialogue to explore mutual visions, missions, and passions for family, the future of children, and intergenerational issues are encouraged.*

*Consider a gift to AAFCS as a way to:*

- \* **Perpetuate** your life's work;
- \* **Leave a legacy** for others to emulate;
- \* **Secure** permanent name recognition for your contributions to society; and
- \* **Assure** that the values you cherish will live on.

As you review your financial picture, plan for retirement, and evaluate your overall estate plans, please consider making AAFCS a permanent part of these plans.

**To honor the leadership and dedication of the Association's most generous supporters, there are three giving societies. These societies recognize cumulative giving by individuals:**

- \* The Ellen H. Richards Society for lifetime contribution or pledge of \$100,000 or more.
- \* The Lake Placid Society for lifetime contribution or pledge of \$50,000 or more.
- \* The 21st Century Society for lifetime contribution or pledge of \$15,000 or more.

**To recognize significant annual support of the Association, there are three major gift fellows categories known as members of the Order of the Betty Lamp:**

- \* Gold Lamp Fellow for annual contributions of \$1,000 or more.
- \* Silver Lamp Fellow for annual contributions of \$500 or more.
- \* Bronze Lamp Fellow for annual contributions of \$100 or more.

## Challenge For Future Excellence . . . Will You Join Us?

*From its beginnings more than 100 years ago,  
family and consumer sciences has been a  
fast-growth profession that will continue its  
vital work well into the 21st century.*

Drivers of change, including technological, social, economic, and public policy have fueled the explosion of family and consumer sciences, as a profession, a critical science, and field of study.

**So, too, has this growth constantly pushed AAFCS to its capacity every year and demanded greater leadership, dedication, and resources as vast societal issues are brought to its doorstep.**

Success will depend on widespread participation and on unprecedented numbers of gifts, large and small. Is there anyone who can say their purpose in life or their business does not have an impact on the quality of family life, individual learning, or societal issues?

Family and consumer sciences represents a unique capacity to empower families and individuals to develop their full potential. This requires an integrative, holistic approach, with a variety of specializations.

Only AAFCS is putting this together. More than any other organization, AAFCS is uniquely positioned because of a total integration of all knowledge and professionals which focus on family functions and issues.

**Through family and consumer sciences it is possible, as well as efficient and realistic, to successfully address individual needs while always remembering the larger, more complex issues and relationships of the family.**

## Is This For You?

Who should respond to this invitation to contact AAFCS and participate in our work to sustain healthy and productive families?

**You**, as a supporter of strong families or if you work for an organization that has, as part of its mission, any of the following outcomes:

- \* The enhancement of social, cognitive, economic, emotional, and physical health and well-being of individuals and families;
- \* The empowerment of individuals and families to take charge of their lives, to maximize their potential, and to function independently and interdependently;
- \* The enhancement of the quality of the environments in which individuals and families function.

*For further information about making a gift to support the program initiatives of AAFCS or about creating a new program, customized to your vision and reasons for giving, contact:*

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