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THE WORLD BANK

Washington, D.C.

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WBG Archives

Meeting: Mr. Bob Seiple
President, World Vision U.S.A.

Monday, December 16, 1996
4:30 - 5:15 p.m.
E 1227 Conference Room


Archives



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President Wolfensohn - Briefings Books for Presidents Meetings - Meeting Materie
Bob Seiple - President - World Vision USA - December 16, 1996

Archive Management for the President's Office

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12/15

Edit

Print

A. CLASSIFICATION

- ☒ Meeting Material
- ☐ Trips
- ☐ Speeches

- ☐ Annual Meetings
- ☐ Corporate Management
- ☐ Communications with Staff

- ☐ Phone Logs
- ☐ Calendar
- ☐ Press Clippings/Photos

- ☐ JDW Transcripts
- ☐ Social Events
- ☐ Other

B. SUBJECT: MR. BOB SEIPLE, PRESIDENT, WORLD VISION, U.S.A. (B) (N)
VENUE: E1227 (CONF. RM.) - Monday, December 16, 1996 from
4:30-5:15 p.m.
CONTACT: KRIS MARTIN, EXT @ 31767
IN ATTENDANCE: JDW, SEIPLE, KOCH WESER, MITCHELL (IN PLACE
OF K. MARTIN)
TOPIC: POST CONFLICT
(B) EXT (KRIS MARTIN) TO PREPARE // DUE : WED. DEC. 11
NOTE: ITEM CONFIRMED BY ESLA ON OCT. 21
EXC: G. BERGEN // ALI (10/22)

DATE: 12/17/96

C. VPU

Corporate

- ☐ CTR
- ☒ EXT
- ☐ LEG
- ☐ MPS
- ☐ OED
- ☐ SEC/Board
- ☐ TRE

Regional

- ☐ AFR
- ☐ EAP
- ☐ ECA
- ☐ LAC
- ☐ MNA
- ☐ SAS

Central

- ☐ CFS
- ☐ DEC
- ☐ ESD
- ☐ FPD
- ☐ FPR
- ☐ HRO

Affiliates

- ☐ GEF
- ☐ ICSID
- ☐ IFC
- ☐ Inspection Panel
- ☐ Kennedy Center
- ☐ MIGA

D. EXTERNAL PARTNER

- ☐ IMF
- ☐ UN
- ☐ MDB/Other IO
- ☐ NGO
- ☐ Private Sector

- ☐ Part I
- ☐ Part II
- ☐ Other

E. COMMENTS: This brief includes the following:

- A briefing note prepared by Jane Armitage
- bio
- World Vision Background Note

File Location



EXC



IISC



Archives

Cleared By

Date:

12/17/96

View Update History

MEETING WITH BOB SEIPLE, PRESIDENT, WORLD VISION - U. S.**Monday, December 16, 1996****4:30-5:15 p.m., Room E-1227****BACKGROUND NOTE****Background**

You met Bob Seiple last April 30 to discuss closer partnership between the Bank and World Vision. You talked mainly about working together on **post-conflict reconstruction** in the West Bank/Gaza and Bosnia. You both agreed to meet again to explore a specific possibility for collaboration once the **Post-Conflict Reconstruction Fund** had been established. Although the Board has not yet decided on the Fund, Bob would still like to touch base with you to get an update on its status and also to talk about follow-up to our meeting with foundations in Pocantico, New York on **rebuilding a U.S. constituency for development**.

Bob Seiple

Bob Seiple's résumé is attached (Annex 2). In addition to his meeting with you, Bob is coming to Washington to meet with the CEOs of three other major U.S. NGOs -- **Peter Bell of CARE, Ken Hackett of Catholic Relief Services, and Charles MacCormack of Save The Children** -- to discuss working together to help **increase the U.S. role in international development and humanitarian assistance**. Just after his meeting with you on Monday evening, **the four CEOs will tape a segment of PBS NewsHour with Jim Lehrer** on this subject. Your meeting is therefore timely and will allow you to **impress upon Bob the importance of his mentioning continued U.S. support for the Bank and IDA during the taping of the show**.

Topics Likely to be Raised

- ***Post-Conflict Reconstruction***

This meeting was originally intended for you and Bob to hammer out a specific case of World Bank-World Vision partnership in a post-conflict situation. Although we are not there yet, you should **reassure Bob that the Bank is committed to finding effective ways to partner more closely with NGOs in post-conflict and other situations**.

We had hoped to be able at this meeting to "offer" World Vision a possibility of funding from the proposed **Post-Conflict Reconstruction Fund**. Unfortunately, the proposal and details concerning this fund (as part of the broader Development Fund) are still under preparation, and you can only report that **an initial discussion with the Board has been postponed to January**.

In spite of this delay, **two possibilities for partnering with World Vision are in the works**:

- ⇒ One, **World Vision is bidding, together with CARE, for the Project Manager contract for the Palestinian NGO Project in the West Bank/Gaza**. An initial short-list of bids will be selected on December 18. This project will provide grant funding to NGOs, whose resource base has seriously deteriorated since the Gulf War, for: service delivery to the poor and disadvantaged; capacity-building; and strengthening of relations between Palestinian NGOs and the Palestinian Authority. The contract is being bid locally and internationally, so there is **no guarantee that the World Vision/CARE consortium will get the award**.

Jane Armitage
ext. 81114

⇒ Two, World Vision is implementing a **microcredit program** under the **pilot phase of the Local Initiatives Project in Bosnia**. Since April 1996, we have provided World Vision with **\$240,000** (from the Dutch Trust Fund) for a pilot microcredit program targeting the urban unemployed, particularly demobilized soldiers, in the Tuzla area. Their program has been very successful -- about 25 loans approved to date with 100% repayment. We are currently **exploring financing a larger-scale World Vision microcredit program under the full-scale Local Initiatives Project, to be considered by the Board this Friday, December 13**. Unfortunately, this project will be financed under the **Interim Trust Fund**, so U.S. NGOs are not eligible; however, we are looking into funding their component with Italian cofinancing.

• *Rebuilding a U.S. Constituency for Development*

Bob participated enthusiastically in our **October 7-8 meeting with foundations in Pocantico, New York on rebuilding a U.S. constituency for development**. He would like to discuss with you some of his ideas for this initiative. Bob played an instrumental role in building consensus among the Pocantico participants, and he will be an important ally as we go forward. **You should personally thank Bob for his participation in Pocantico and for all his efforts in this area.**

⇒ **World Vision has a public relations strategy to build greater Congressional and public support for the institutions that manage foreign assistance -- i.e., the World Bank, USAID, and the UN.** World Vision recognizes that this is an unpopular position -- on Capitol Hill and among its donor base -- but it is determined to try to turn around public opinion, in part through **Bob's access to policymakers and the media.**

⇒ **Bob is personally concerned that there is not enough dialogue on critical foreign policy issues at the CEO level --** hence the meeting and the PBS NewsHour taping that Bob has organized for himself and the CEOs of the three other major NGOs. Bob believes that CEOs from NGOs, donors, corporations, etc. need to combine efforts to work together to influence (U.S.) foreign policy in ways that will benefit developing countries, particularly the poorest countries that are generally ignored.

About World Vision

World Vision was founded in 1950 in response to the needs of Korean War orphans. It is an international Christian relief and development agency intent on helping the world's poor by meeting their immediate needs and equipping them to meet their own future needs. It is currently **assisting 46 million people through more than 5,200 projects in 100 countries.** Its programs include: emergency relief, community development, leadership training, and Christian outreach and public education. Fact sheets about World Vision and its activities are attached (Annex 3).

World Vision-U.S. is one of 17 national affiliates that participate in **World Vision International**, an umbrella organization based in Monrovia, California.



220 I Street, NE, Suite 270 / Washington DC 20002

ROBERT A. SEIPLE
President, World Vision United States

When Bob Seiple became President of World Vision on July 1, 1987, one of his first acts was to launch a three-year, \$500 million fund-raising campaign based on the theme "Child Survival and Beyond." The campaign exceeded its goal by \$49 million. Yearly income since then has increased from \$145.9 million to more than \$278 million.



But resource acquisition is only part of the story. Equally important has been the role Seiple has played in guiding the organization to an expanded involvement in the struggle against poverty and hunger. He feels that relief and development agencies need to be more than resource acquisition machines providing direct support to field operations. World Vision, therefore, commits itself not only to transforming the lives of beneficiaries but also the donors, linking the two. This insight has led him to devote an increasing amount of his agency's resources to public advocacy and education.

Seiple was born December 6, 1942, in the rural community of Hannony, New Jersey. He received an A.B. degree in American Literature from Brown University in 1965.

From 1966 to 1969 he served in the United States Marine Corps, attaining the rank of captain. He flew 300 combat missions in Vietnam and was awarded five battle stars, the Navy Commendation Award, 28 air medals, and the Distinguished Flying Cross. The experience in time motivated him to become an outspoken advocate for the healing of Vietnam's relations with the United States.

From 1969 to 1971 Seiple worked as a representative for the Boise Cascade Corporation, developing Western Michigan into one of the company's top ten territories in the United States. In 1972 he returned to Brown University as assistant director of athletics, assuming the post of director in 1975. In 1979 he was appointed vice president for development and director of the university's fund-raising campaign. In 1983 he

became President of Eastern College and Eastern Baptist Theological Seminary in St. Davids, Pennsylvania, a post he held until moving to World Vision four years later.

Seiple was named "Churchman of the Year" in 1994 by Religious Heritage of America. The interfaith, nonprofit organization seeks to identify and honor outstanding Americans who are motivated by religious principles and beliefs and who provide positive role models. In 1995 he was awarded the Brown University "Independent Award" and a Doctorate of Public Service by Gordon College.

Seiple holds three other honorary doctorates. He was awarded two honorary doctorates of humane letters (LH.D), the first from Alderson-Broadus College, West Virginia, in 1986, and the second from Azusa Pacific University, California, 1993. He received an honorary doctorate of laws (LL.D) from Sioux Falls College, South Dakota, in 1986.

Speaking of his personal vision for World Vision United States, Bob Seiple says, "World Vision's message is one of hope and reconciliation; our commitments go beyond temporary solutions. We persevere until hope is secured. In 100 countries around the world and through more than 5,200 projects, affecting 45 million individuals annually, World Vision's goal is to promote lasting solutions."

A powerful speaker who combines personal knowledge with fervent passion, Bob Seiple is often consulted by broadcast networks, wire services, and major publications because of his expertise on topics relating to international reconciliation, relief and development, hunger and poverty. He has shared his views on such programs as the *MacNeil/Lehrer News Hour*, *Nightline with Ted Koppel* and *ABC Nightly News with Peter Jennings*.

He has also been interviewed by Fox Network News, the Christian Broadcasting Network including *The 700 Club*, and many televised news and information programs originating in Los Angeles. He has spoken on all the major radio networks, syndicated radio and Voice of America. Associated Press, United Press International and Reuters have carried stories and photographs on his travels to World Vision project areas around the World.

In addition, Seiple has been an advocate for the poor in interviews with the *Los Angeles Times*, *The New York Times*, *The Washington Post*, *Time*, *US News and World Report*, *Christianity Today*, and *Moody Monthly*. He has written for such publications as *The Washington Post* and *Christianity Today*, and is the author of two books, "A Missing Peace--Vietnam: Finally Healing the Pain" and "One Life at a Time--Making a World of Difference."

Bob Seiple lives in Federal Way, Washington, with his wife, Margaret Ann. They have three children, Chris, 27, Amy, 25, and Jesse, 19.



P.O. BOX 9716 / FEDERAL WAY, WASHINGTON 98063-9716

Contact: News & Information Services
(206) 815-1000
(206) 815-2158

WORLD VISION AT A GLANCE

WHAT IS WORLD VISION? -- An international Christian relief and development agency intent on helping the world's poor by meeting their immediate needs and equipping them to meet their own future needs.

WHEN WAS WORLD VISION FOUNDED? -- September 22, 1950, by Dr. Bob Pierce, a Christian leader and filmmaker, in response to the needs of Korean War orphans.

WHO ARE WORLD VISION'S EXECUTIVES? -- Dr. Robert Seiple has been president since July 1, 1987. John Dellenback is Chairman of the Board of Directors.

WHAT KIND OF PROGRAMS DOES WORLD VISION PROVIDE? -- Emergency relief, community development, leadership training, Christian outreach and public education. Most programs are carried out in partnership with churches, community associations, and national development groups.

WHERE IS WORLD VISION WORKING? -- World Vision supports more than 5,200 projects in 100 nations worldwide, including efforts in Africa, Eastern Europe, Asia, Latin America, and the United States. World Vision's international office is in Monrovia, California.

HOW DOES WORLD VISION RAISE FUNDS? -- Through television specials, mailing, public awareness programs, church and civic campaigns, and publications.

WHAT IS WORLD VISION'S ANNUAL FUND-RAISING SUPPORT? -- In 1994, World Vision raised nearly \$282 million in the United States, including \$130 million in commodities and U.S. government cash grants.

HOW MUCH OF THE MONEY ACTUALLY REACHES THE PEOPLE IN NEED? -- In 1994, 76 percent of all revenue donated to World Vision in the United States was used for ministry services, including relief and development programs as well as U.S. projects and public awareness activities. Internationally, World Vision donors sponsored 1,083,965 children in 1994, and the organization assisted 45,484,322 people through its programs.

WORLD VISION PROFILE

For 45 years, the international Christian relief and development organization World Vision has been caring for hungry and hurting people. In 1994, World Vision was able to assist over 46 million people through more than 5,200 projects in 100 countries.

Responding to natural disasters...

- When a massive earthquake struck India in October 1993, World Vision workers were on the scene within hours to begin a relief effort that eventually aided 25,000 people in 19 villages.
- In the U.S., World Vision has responded with over \$4 million in relief programs for victims of flooding in the midwest and southeast, and has helped survivors of the 1994 Northridge earthquake with over \$1 million in relief and recovery assistance. These relief efforts have included distribution of emergency supplies, coordination of volunteers and administration of family assistance grants.

Aiding the victims of war and conflict...

- In conflict-ridden Rwanda, World Vision quickly mobilized its relief teams to assist in one of this century's worst human tragedies. World Vision's \$10 million response includes: distribution of 100 tons of food each day to 200,000 refugees in Goma; distribution of 400 tons of soap to help combat disease; clothing, shelter, food and medical care provided for over 5,000 unaccompanied children in nine children's centers; distribution of blankets, plastic sheeting, jerry cans and agricultural supplies to more than 35,000 refugees; and the establishment of medical outpatient centers.
- Throughout 1994, the escalating political crisis in Haiti has increased the suffering of the poorest of the poor. World Vision began working in Haiti in 1959, and today nearly 100 projects are active. In response to the current crisis, World Vision's work includes: distribution of \$1 million of medical and hygiene supplies, pharmaceuticals, clothing, and food; latrine construction; planting of over 25,000 seedlings; training on reforestation and soil management, agricultural, and sanitation; building and repair of wells and pumps; distribution of emergency food, seeds and tools to over 8,000 families.
- Working with partner agencies in the former Yugoslavia since 1991, World Vision has committed over \$4 million in food, clothing, medical supplies and funding to assist refugees from the conflict.

Bringing hope to the world's children...

- Through sponsorship, children around the world receive food, education, medical care, and community development resources. In 1994, World Vision supporters around the world sponsored more than one million children.

Fighting famine in Africa...

- During 1993, World Vision staff provided food, medical care and medicines to nearly 430,000 people in Somalia. As emergency aid has given way to recovery, World Vision has supplied seeds and tools to assist farmers in replanting.
- World Vision has worked in Africa since 1960, addressing the needs of millions affected by famine, disease, drought and war. Today World Vision's \$120 million commitment in 26 African nations continues to provide emergency relief and long-term rehabilitation for victims of political turmoil and drought.

Bringing medical help to Eastern Europe...

- The children of Belarus, in the former Soviet Union, live with the constant risk of radiation-related illnesses from the 1986 Chernobyl disaster. Along with medical supplies for local health professionals, World Vision provides training to non-professional mental health promoters addressing post-Chernobyl trauma in children and families.
- In Romania, World Vision provides training for staff and intensive care for developmentally delayed children in orphanages, homes, schools and a hospital for infectious disease (AIDS). Since 1989, World Vision has worked alongside Romanian healthcare professionals, churches and other organizations to provide over \$22 million in assistance to Romania.

Nurturing community development...

- Ten years ago, Ghana was threatened by the same drought that devastated Ethiopia. Today, through the Ghana Rural Water Project, Ghanaian people are actively involved in bringing lasting change to their own communities through potable water, sanitation, health and education programs.

Fighting poverty, hunger and hopelessness in the U.S....

- In the wake of the L.A. riots, World Vision U.S. committed \$1.2 million to fight poverty in inner city Los Angeles, including \$100,000 for emergency relief.
- The L. A. Parent Institute for Quality Education began in 1992 through a grant from World Vision. More than 20,000 parents have since graduated from the 8-week courses which teach low-income, ethnically diverse parents of elementary school children how to become active partners in their children's education. The program plans to graduate another 90,000 parents in the next five years.
- World Vision's Project Home Again partners with local churches and agencies to find permanent housing for homeless families and help them to rebuild their lives. Since 1989, Project Home Again has helped resettle more than 1,300 families in 20 cities.