Finding Aid of the California Hands Across America records 0227

Finding aid prepared by Rebecca Hirsch
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USC Libraries Special Collections
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2010
Title: California Hands Across America records
Collection number: 0227
Contributing Institution: USC Libraries Special Collections
Language of Material: English
Physical Description: 4.96 Linear feet5 boxes
Date: 1986
Abstract: The records of the California office of Hands Across America include correspondence, memoranda, promotional materials, newspaper clippings, and ephemera. Held on May 25, 1986, Hands Across America was a benefit event staged to raise money to fight hunger and homelessness.
Preferred Citation
[Box/folder# or item name], California Hands Across America records, Collection no. 0227, Special Collections, USC Libraries, University of Southern California.
Separated Materials
One 500ml bottle of 0.9% Sodium Chloride Injection USP was removed from the collection.
Conditions Governing Use
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Historical Note
Hands Across America was a benefit event staged on May 25, 1986, in which millions of people held hands for fifteen minutes along a path across the continental United States. The event was intended to raise money to fight hunger and homelessness and was the brainchild of the group USA for Africa. The event netted about $15 million, $1.2 million of which was disbursed to charities in California in 1987. The Director of the California Hands Across America office was Roger Carrick. Edd Hernandez was the Field Director, while Kenneth Fitzgerald was in charge of promotions and Victoria Pipkin was the office's Press Secretary. Kevin Irion was the Volunteer and Customer Service Coordinator.
Scope and Content
This collection contains the records of the California office of Hands Across America. The materials present in this collection include correspondence, internal memoranda, promotional materials, press releases, ephemera, newspaper clippings and artifacts. Please see the Scope and Content notes of individual series for more information.
Subjects and Indexing Terms
Hands Across America. -- Archives
USA for Africa. -- Archives
Charities--California--Archival resources
Clippings
Correspondence
Ephemera
Fund raising--Archival resources
Memorandums
Press releases
Volunteers--California--Archival resources

Box 1
Director's Files
Scope and Content
Series contains the files of Roger Carrick, the Director of the California Hands Across America office. His files include correspondence about the organization and promotion of the event, memoranda, and his files about fundraising and grants.
Field Director's Files

Scope and Content
Series contains the files of Edd Hernandez, who was the Field Director for California Hands Across America. Included in his files are weekly status reports from field offices, memoranda, and correspondence.

Promotions Files

Scope and Content
Series contains the files of Kenneth Fitzgerald, who was in charge of promoting Hands Across America in California, and Lynn Baltimore, who coordinated the house parties at which promotional videos about Hands Across America and its mission were shown. Included in this series are files of correspondence with corporate sponsors of the event, of whom Coca-Cola was one, and on promotional events like Mall Day.

Volunteers and Customer Service Files

Scope and Content
Series contains the files of Kevin Irion, who coordinated the volunteers and customer service for California Hands Across America. His files consist of correspondence with individual and group participants, donors and field offices. Also included in this series are the general correspondence files for the California Hands Across America office.

Separated Materials with Restricted Access
Two folders of individual participant registration forms have been put into Box 5. Due to the personal and financial information contained on these forms, access to them is not permitted.

Line Organization Files

Scope and Content
Series contains the records pertaining to the routing and organization of the chain of hand-holders in the state of California.

General Office Files

Scope and Content
Series contains general files from the office of California Hands Across America, mainly receipts and FedEx routing slips.

Press Secretary's Files

Scope and Content
Series contains the files of Victoria Pipkin, the organization's Press Secretary. Records include drafts of press releases, press releases, newspaper clippings, correspondence with news organizations and memoranda.

Ephemera and Artifacts

Scope and Content
Series contains ephemera created by Hands Across America, including brochures, tickets, stickers, folders of promotional material and information packets. The artifacts contained in this series include ten beta videocassette tapes, one 1" master video reel, four VHS tapes, one banner, six rubber stamps, a t-shirt and buttons.

Ephemera

Artifacts