

United Appeal Underway

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better communities for Kernersville, Mt. Airy, High Point and other areas. Your gift to the United Fund is a gift to making your community and helping your community provide the services of those character-building and health service agencies which participate in the United Appeal.

The advantage of a United campaign is that it saves time and effort by putting many campaigns into one. It simply means that we are asked at one time to give to 27 or 40 agencies instead of being asked 27 or 40 times each year to make a contribution to each individual agency. This saves money, too. It takes money as well as time to put on community-wide campaigns. Even with the United Appeal, there are campaigns by other organizations. No agency can be forced to join the United Fund; however, any agency may join if it cares to, providing it meets the standards set. Some community agencies prefer to have their individual campaigns.

The question has been asked why some of the agencies have membership fees when they are supported by United Appeal. Many agencies do have membership fees and other income, but this income is not sufficient and the United Appeal makes up the difference between those fees and the full cost of the program. Naturally, those who can pay for the cost of the service should do so, but there are those who can not pay any or all of the cost, and often these are the people who need the services most. Because of your contribution to the United Fund, the facilities and services of such agencies as the Boy Scouts, Girl Scouts, YWCA, YMCA, Red Cross, Salvation Army and many others are available to many persons who otherwise could not share.

YEAR ROUND HUMAN NEEDS

In every community, no matter how prosperous, there are individuals who need help. These persons may be ill, temporarily out of work, have family problems, or suffer any one of the physical and emotional disturbances which break the rhythm of normal living.

There is no set time of the year for people to fall out of good luck. It can happen anytime, to anyone. It could happen to you, or your next door neighbor. But when it does happen, people turn to people for help.

Help is there in the community which plans for emergencies and provides the machinery to assist and guide people who are temporarily out of luck. This is one of the reasons that thousands of communities have voluntarily established United Funds to provide the needed assistance.

Under the umbrella of the United Way, each community coordinates those agencies which volunteer leaders feel can contribute to the overall community well-being. These agencies provide service that ranges all the way from forestalling trouble to helping cure troubles.

These programs are conducted all year round through the one gift made each year to the United Fund. When you give the United Way, your one gift works many wonders all year long.

**You give life,
you give love
when you give
the United Way**

YOUR UNITED FUND HELPS YOU HELP OTHERS