

It's unfortunate but it's true—

# They don't mean much... Unless they belong to YOU!



And now —  
**Health Services**

*from the Durham Herald*

The projected program of direct assistance to ill persons when their own financial resources are inadequate to meet their need, to be undertaken by the United Fund's Better Health Foundation, is a program that challenges the imagination.

The Better Health Foundation is about to embark on a program to meet human needs, caused by illness, not now being met by any other agency. That, put simply is the job. Wherever an individual is laid low by disease and subjected to troubles which governmental or other agencies now in existence cannot handle, the Better Health Foundation will exist as an agency that may be able to help him.

The research and health education phases of the Foundation's total program are important and significant, but it is the direct assistance phase that really captures the imagination. Durham again could be blazing a trail that other communities throughout the nation will follow.

(Excerpts from editorials)

*from the Durham Labor Journal*

... People who are very poor can qualify for assistance from tax-supported agencies. People very wealthy don't need assistance in the first place. But most of us fall in between these two categories, and there simply isn't an agency prepared to step in and assist when assistance is most needed.

Most of us can handle ordinary medical bills. Most of us can even tackle a major sickness if we're called on to do so. But few middle class people are prepared to handle the bills which would be their's should polio, cancer, tuberculosis, or any number of other major diseases hit their family.

It is this group which the Better Health Foundation proposes to help.

The Foundation won't be set up as an agency to pay everyone's medical bill simply for the asking. It will endeavor to rally all of the community's resources toward a goal of health security for all...

... That in a nutshell is its purpose. We believe it to be a noble one, and wish the Foundation success in its operations.

*from the Durham Sun*

In an experiment which will be watched by the entire nation, the Durham United Fund is undertaking something never before done by a community fund organization. Through its Durham United Fund Better Health Foundation, it will allot funds for research, education and direct assistance.

The direct assistance, on a case-work basis, will be extended "persons with heart, cancer, tuberculosis, polio, diseases which cripple children and adults, and other diseases, to meet special and unusual expenses when their own and community resources are exhausted."

In other words, the Health Foundation hopes it will be able to reach that often distressed stratum between the impoverished, who are always eligible for relief, and the sufficiently wealthy, who can absorb the costs.

The Health Foundation recognizes that questions are posed, some delicate, some difficult... but it feels that there are many people who are hard hit by dread diseases and who are neither eligible for existing assistance resources nor financially strong enough to weather the storm without hardship. The United Fund hopes the new movement will help to close the gap.

One drive for 25 - Give once for

YOUTH SERVICES  
CHILD CARE SERVICES  
FAMILY SERVICES  
HEALTH SERVICES

# THE UNITED FUND OF DURHAM

Attention Kids! Save This Poster and Study it. It May Help You Win a Complete Set of the Book of Knowledge on the Howdy Doody United Fund Poster Contest. Watch for It on the Howdy Doody Show! WTVD—Channel 11 Every Day

This advertisement, in the interest of the United Fund, contributed by... Durham Bank & Trust Co.