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Citizens Opposed To Separate Campaign For Funds

The following is a letter written to the Executive Director of the N. C. Division of the American Cancer Society by Mr. Paul H. Fall, president of the Yancey County Unit of the American Cancer Society.

Burnsville, N. C.
April 13, 1964

Mrs. Donald Stone
Executive Director
North Carolina Division Inc.
American Cancer Society
705 West North Street
Raleigh, N. C.

Dear Mrs. Stone:
This is not the kind of letter I like to write to anyone, and particularly to one who has been so kind, gracious and helpful as you have been, but honesty and candor demand that it be written.

Enclosed is a clipping from the Yancey Record of April 9, which gives evidence that the Yancey County Unit of the American Cancer Society was on the job. But at the very beginning of this meeting of last Thursday night a "bomb shell" was dropped upon us. One of the members of the Board of Directors remarked:

"I have been talking today with a number of people, mostly businessmen, seeking their help in this Cancer Crusade, and I find that they are not only unwilling to help, but they are opposed to a separate campaign for funds,

and I have reluctantly come to the conclusion that it is unwise for us to attempt to raise funds for the ACS at this time but should include the ACS in our United Fund Campaign next fall, if the Budget Committee will permit. But I think we should participate in a vigorous educational crusade, since that is one of the emphasized purposes of the ACS." (This is not the exact words used, since I can't recall them verbatim, but the above quotation conveys the ideas presented by the member.)

To say that we, who had gathered there for discussion of procedure and dissemination of information literature, were somewhat shocked by the "bomb shell" is putting it mildly, but Dr. Wampler, who is Chairman of the Board of Directors, felt (and wisely so, I think) that the suggestion should not be ignored, but should be freely and frankly discussed by all those present.

In the mail of that same day (April 9), I received from Mrs. Allred, copies of the leaflets, "The Independence Crusade" and "Cancer—The Research Story 1964", which I passed out to each one present at this meeting early in the discussion of the suggestion. Thus each one had in her (or his) hands, the reasons given by ACS for the independent crusade.

Right here I think I should digress to tell you of an experience I

had that same morning (April 9). Before nine o'clock I had called on the telephone a prominent citizen of Burnsville, who has taken an active part in civic affairs for at least a decade, asking if he could meet with the Board of Directors of the Yancey Unit of the ACS that same evening. He said he had another engagement that night, but that he would be glad to talk to me, so we arranged to meet at eleven o'clock. At that conference with him he was very courteous but he said that he was opposed to separate (independent) health crusades; that since Yancey County held a United Fund Campaign each fall, he thought it should really be a "United Fund" Campaign. He came "loaded" with material to support his conviction. One item was the article by Marion K. Sanders, in the December 1958 issue of Harpers Magazine, titled, "Mutiny of the Beautiful", with which you are no doubt familiar. (I was not familiar with it nor did I have an opportunity to read it before our meeting Thursday evening.)

When this prominent citizen and I parted after more than an hour of discussion, I said, "I think you are correct in your conviction, with which I am now in agreement, but having put my hand to the plow, I feel I must carry out my obligation this year."

I had no intention of revealing to our group on Thursday night the reaction I got from this prominent citizen and civic leader, because I felt that we were obligated to do what we could for the crusade this month, although I am very frank to confess that I have felt very discouraged about possibilities of success. The reasons for this discouragement are: 1. Our Crusade Chairman has been ill for a month and has been in the hospital at Winston Salem; 2. Our Secretary has been afflicted with the measles; 3. Our Treasurer is not well and has resigned; 4. The response to two written appeals for volunteers to help has been exceedingly disappointing; 5. Those whom I have personally asked to help have not been able (or willing) to do so except in two cases; 6. Some who have agreed to help have subsequently asked for release; 7. Since I am a recent and relatively unknown (except by a few people) citizen of Yancey County, and likewise known only a few people in the county, I am greatly handi-

capped in such an enterprise.

Now having digressed extensively, let me continue with the report of the Thursday night meeting, following the bomb shell suggestion. After our group discussed the suggestion for more than an hour, presenting pros and cons, one of the members (not the one who threw the bomb shell) made the following motion:

1. That we have an educational crusade, with the opportunity to contribute funds for the American Cancer Society.

2. If permissible by the Budget Committee of the Yancey County United Fund, that funds for the American Cancer Society be included in the United Fund campaign next fall.

The motion was seconded, discussed and then passed unanimously, not by voice vote but by raising of right hands.

One recently appointed member of the Board of Directors asked me, "What are you president of?" To which I replied, "Apparently I am president of an evaporated organization." And I added, "If I

am impeached, you people must stand back of me."

I think I should not fail to tell you that three of the women (two of whom are widows whose husbands died of cancer within the past three years) who were in the Thursday night group favored and voted for the motion just related, although they helped raise the Cancer Crusade funds last year.

I am indeed sorry this action has come so late, but I know of nothing else to do than to carry out the unanimous judgment of those who were the few directors and volunteers we had been able to assemble, because we cannot raise funds without volunteers to do the work.

Therefore, I hereby submit my resignation as president of the Yancey County Unit, effective immediately, and shall await your directions concerning the use or return the literature that has been sent to me, as well as your direction concerning any funds in the hands of the one who has been treasurer of the unit.

Let me add this personal note:

Please do not think that your trip here last month and the excellent talk you gave us has been in vain. You made a very favorable impression on all of us and we still believe in the work that the American Cancer Society is doing, but the volunteer workers in our particular county, have a strong conviction that we should not undertake a separate crusade for funds for ACS, but should include such funds in the County-wide United Fund Campaign.

Regretfully but Sincerely,
Paul H. Fall

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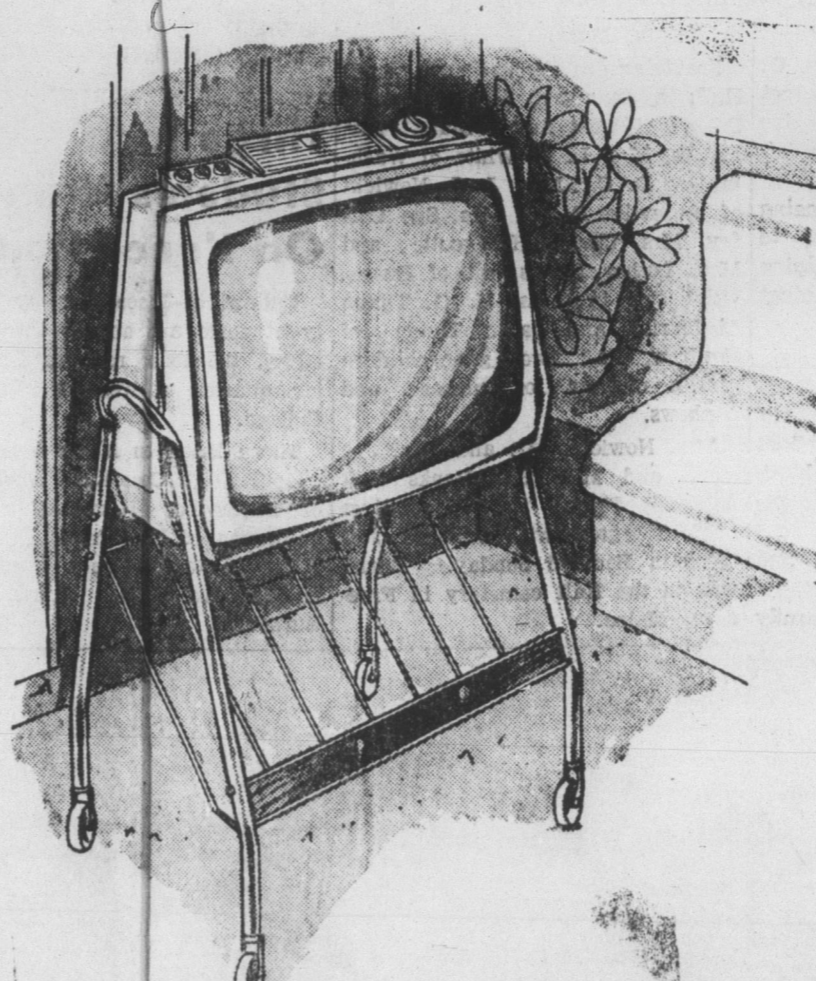
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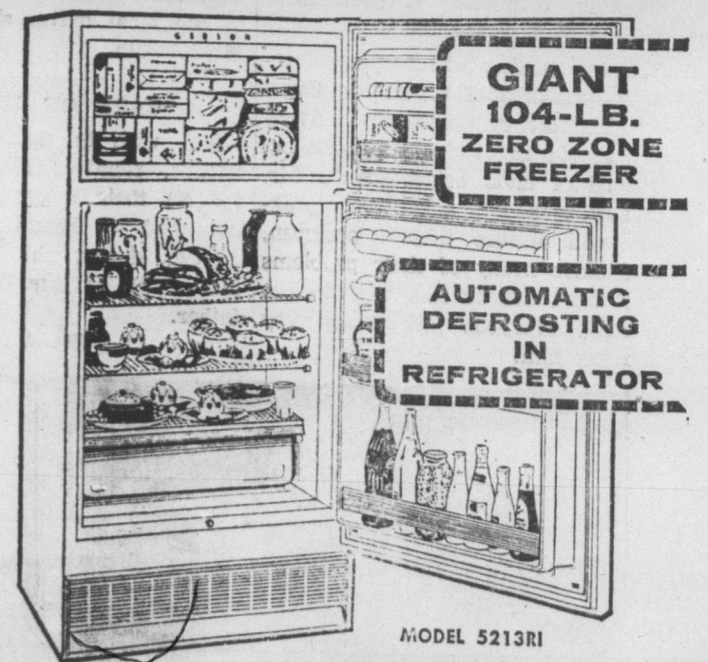
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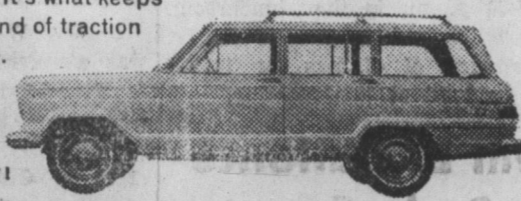
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