

## WHY THE UNITED FUND?

How many of us remember the times before the days of the United Fund when every few weeks it seemed a drive was being made by one or another charitable or community service agency for funds? They did it in different ways: Door-to-door solicitations, newspaper advertising, appeals through many other public and private channels. All were worthy causes with real work to do in the community and, naturally, all had financial problems. But the would-be contributors to these funds had problems, too.

With so many different charities and services for the public to support, how was a person to know which one was the most needy, and how many more requests for money would be made against the amount he was prepared to give? Often it was a case of "first come--first served" and the agency which happened to make its appeal near payday or at some other propitious time got a contribution and others didn't.

Then, too, one sometimes wondered how, after advertising and other campaign expenses incurred by each separate agency, did they have much left to work with? And with what few paid or volunteer workers they could afford or rely upon, how, after so much constant effort in soliciting and managing funds, did they have any time left to serve the main purpose of their respective agencies? The truth is, they didn't have much.

These were serious problems which existed in many communities all over the country, until the idea of the United Fund (called the "Community Chest," or by other names in some localities) was conceived. Under this concept all of the many charities and community service agencies in a community joined together and, while maintaining their individual identities

and functions, established a single organization--the United Fund--to conduct a single, once-a-year campaign for funds and to administer these funds to its member agencies according to their respective needs. This type of operation has almost entirely eliminated the problem of separate campaigning which sapped the efficiency and capacity of the many agencies and confused and exasperated the contributing public.

Under the United Fund system, there are many advantages to the community, to the individuals served by the U. F. agencies, and to the responsible citizens whose contributions support these vital efforts. Primarily these advantages are: (1) The agencies can devote more of their effort and more of their budgets to more service for more persons in need of it since the tremendous job of campaigning is done for them by the United Fund. (2) The contributor is assured that his dollars go only for vital services in his community, and are administered wisely and carefully among the pared-down budgets of the United Fund agencies. And (3) though the contributor is approached only once a year for financial help for all these agencies, industrial employees such as we also have the convenience of paying in "installments" over the whole year through payroll deduction.

The welfare of the sick, handicapped, homeless and other unfortunate persons among us is a responsibility which we all have, and a good job of fulfilling this responsibility is its own high reward. So let's all be glad we have the United Fund which, with our help, can do the best possible service to these individuals, to the community, and to us as members of the community.

YOUR COMMUNITY BENEFITS  
WHEN GIVEN A HAND  
THE  
UNITED WAY