

UNITED APPEAL TO GET UNDERWAY

The United Appeal for 1963/64 will get underway in all Adams-Millis plants between September 23 and October 4. Vice President T. L. Smith has been named Key Man for employees of Adams-Millis. Mr. Smith has been active in the United



T. L. Smith Appeal since coming to High Point in 1945; he will announce key personnel to conduct the United Appeal in each plant of Adams-Millis.

The 1963/64 budget for United Appeal is \$331,475.00, 6% greater than last year's.

Mr. Smith has pointed out that the campaign this year will be conducted on the same plan as in previous years with each individual and business being asked to assume its Fair Share of the cost of maintaining the vital health, recreational and welfare needs of our community. That is all that is asked--that each give his Fair Share to the 26 agencies which are making one annual appeal instead of 26 separate appeals. It must be remembered that this is the time one gift is to be made for the support of the many different agencies.

The Fair Share Plan, introduced in High Point in 1958, is a way of philanthropic giving. People were asking in 1958, as in other years, "How much should I give?"

It was difficult, if not impossible, for United Appeal solicitors to handle that question intelligently, since so many factors affect one's giving--salary, family responsibility, unusual current expenses, income from sources other than salary, etc. Recognizing that it

was not possible to evaluate all these factors for all contributors, a group of citizens studied giving habits of their fellow citizens, and from this survey developed a solution to the problem--THE FAIR SHARE PLAN.

Many employees wish to have a guide to assist them in determining their Fair Share. A chart is shown on the pledge card, suggesting contributions based on average weekly earnings. A suggested pledge of 25¢ per week is a pledge of a nickel per day. This is the quota on which each firm's responsibility is based, a pledge of 25¢ per week, 50¢ per pay day for each hourly worker.

Each firm is likewise asked to give its Fair Share which is based on the number of employees working for the firm. J. H. Millis, president of Adams-Millis, has accepted the quota assigned for the company and urges each employee to do his Fair Share.

Participating in the United Appeal are the following 26 agencies:

American Red Cross
 American Hearing Society
 American Social Health Association
 Family Service Bureau
 Florence Crittendon Home
 Girl Scouts--Keyauwee Council
 Milk Fund
 National Society Welfare Assembly
 Red Shield Boy's Club
 Salvation Army
 USO
 Central YMCA
 Carl Chavis YMCA
 Adams Memorial YWCA
 Mary Bethune YWCA
 High Point Community Planning
 Council
 International Social Service
 Boy Scouts--Uwharrie Council
 Carolinas United Community
 Services
 Children's Home Society of N. C.
 National Council on Crime and
 Delinquency
 National Recreation Association
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