

# UNITED APPEAL CAMPAIGNS GET UNDERWAY

During the months of September and October, employees of Adams-Millis Corporation will be asked to give their support to the United Appeal. The campaign in High Point begins on September 8; Forsyth and Surry County solicitations will be made during the first part of October. The Hickory campaign will, likewise, begin in the month of October.

**YOUR FAIR SHARE** is the theme of the United Appeal. By giving his **FAIR SHARE**, each contributor knows he has fulfilled his civic responsibility to his community through a "one-time gift" for the voluntary health, welfare and recreational agencies. The **FAIR SHARE** plan of giving is made easier and more convenient through the payroll deduction plan. The employee decides how much he wishes to give each pay day. The pledge card (shown next page) is signed and given to the volunteer worker. The amount indicated is deducted each pay day and forwarded to the United Appeal headquarters. The pledge is voluntary on the part of the employee and can be canceled at any time the employee wishes.



## *Where Is The Money Spent ?*

The money goes to the various participating agencies in the United Community Services. In High Point, 29 agencies are supported by the United Appeal. Youth and recreation receive 46% of the funds; family rehabilitation and care receive 21 cents of each dollar, and 16 cents of each dollar contributed is spent on disaster and war. The remaining part of the

dollar goes to health and medical research and general community services.



## *How Does It Work ?*

It works through local volunteer leaders who determine its present operation and future course. A board of directors is elected at the annual meeting of contributors; the board elects the officers. Committee chairmen and committee members are appointed from the board and community. The operating committees are responsible for specific phases of the total operation. The budget committee--local civic leaders and workers--decide how the money is to be divided. They serve diligently all year, working with the agencies, knowing their needs and programs to determine how much is to be allocated to each agency.

A few examples of your dollar at work are:

- . . . The Family Service Bureau helping a broken or troubled family.
- . . . Retarded children attending day camp and kindergarten.
- . . . The Red Cross supplying blood and assisting in disasters.
- . . . Your Salvation Army helping the down and out.
- . . . Your Boy Scouts and Girl Scouts having a better scouting program.
- . . . The alcoholic being helped through care and treatment.

"The good that men do lives long after the men."

Thanks for your help toward the good of mankind.

**EVERYBODY BENEFITS WHEN EVERYBODY GIVES**