

# AMCO NEWS

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## UNITED APPEAL CAMPAIGN GETS UNDERWAY

The United Way campaign will get under way in Adams-Millis Corporation's plants in September. The United Appeal in each community has determined the needs of the agencies it represents and makes an appeal once each year.

The United Way gives each person an opportunity to make a single pledge to all of the participating agencies--one pledge will be divided according to the services each agency offers to the community.

United Appeal agencies helping people in the communities because of United Appeal pledges are able to assist the handicapped, the aged, the young people and the under-privileged. Among the agencies included are The American Red Cross, American Social Health, The Association for Retarded Children, The Boy Scouts and Girl Scouts of America, The Children's Home Society of N. C., Community Health Services, The Mental Health Association, The Salvation Army, United Community Services and International Social Service. Information about the services of each agency will be provided during each of the plant campaigns.

There are many reasons for pledging the United Way. Whether or not a person gives is an individual decision. Most people want to know the facts about the United Way so they can make an intelligent choice and a meaningful contribution. The United Way is one of the best ways to help others--fairly and economically.

Most people want to give something to help others. They want to give their Fair Share. The Fair Share idea asks each person to give in proportion to his capacity to give. It suggests that what we give should be based on our income level. Those who earn more, give more; those who earn less, give less. The Fair Share guide, which will be given to each employee during the campaign, suggests what others on your pay level are giving. It is a guide to help each person to know whether or not he is giving his Fair Share.

United Way health and welfare agencies help people who do not qualify for government assistance; its programs help people in ways that government programs never will. Many of the sick and aged, children and adults from every denomination and every walk of life, need the

personalized care, local treatment and services that government just doesn't make possible. That's why people give. They know that if we work together, we can help people within the local community who really need help.

Contributions to the United Appeal are spent wisely. The United Appeal is a voluntary organization with a board of directors representing the top leadership in the community. The United Appeal budget committee, which is made up of knowledgeable businessmen, professionals and housewives, constantly reviews the needs and services of the agencies before funds are allocated. They make sure your dollar goes where it will do the greatest good--to people with the greatest need.

When you and I give the United Way, we give to help people like you and me. When you and I give our Fair Share, we will help supply the needs of our communities.

**THANKS TO YOU  
IT'S WORKING**



The United Way