



Group President Garza Baldwin, Jr., was the first person solicited in the 1976 United Way campaign October 15-31. Making the pitch in the start of the "total participation" drive were the three co-chairmen: Edwin R. Owen, left, Judith Robinson, and James H. McIlwain. Owen, treasurer of Local 1971 United Paperworkers International, had charge of contacting hourly personnel through solicitation by stewards. Salaried personnel are contacted through the line organizations.

## UNITED WAY 1976

Total participation was selected by the three campaign co-chairmen as the theme and goal for the 1976 United Way drive in the Pisgah Forest plants.

Judith Robinson, Eddie Owen and Jim McIlwain had fully planned the October 15-31 drive as a means of giving everyone the opportunity for a fair share donation or pledge, based on individual circumstances.

The joint Company-Union drive will benefit three United Way organizations: Transylvania, Henderson, and Asheville-Buncombe. Goals of the three units for 1976 are \$66,962 for Transylvania, \$184,128 for Henderson, and \$960,927 for Asheville-Buncombe.

Owen, treasurer of Local 1971 United Paperworkers International,

arranged to contact all hourly personnel through the Union stewards. McIlwain and Mrs. Robinson planned to conduct the salaried solicitation through the line organizations. The three co-chairmen were supported by Bobby Black who worked out the computer program.

Group President Garza Baldwin, Jr., advised all employees of the United Way drive by letter, followed by communications to employees and solicitors from the campaign committee.

"The major point I wish to convey is that each of us has this opportunity to give our fair share," Baldwin wrote.

"It is indeed, satisfying to all of us when we know that the many participating agencies may have the funds necessary to function effectively in their worthwhile community endeavors. Let's help make that the case for 1976."

## EMPLOYEE CONTRIBUTIONS SHOOT UPWARD IN UNITED WAY DRIVE: A 70% GAIN

Olin employees answered the plea for a fair share by boosting their 1976 United Way contributions almost 70 per cent above those of last year.

With the company contribution remaining the same, the total employee and company pledge was \$28,700 as of the end of the drive October 31, a 33 per cent increase over 1975's total of \$29,095. Employee contributions alone rose from \$14,095 to \$23,817, and with 552 cards still unaccounted for the total was expected to go higher.

Tentative totals for the three United Way organizations were reported October 31 as follows:

**Transylvania:** \$29,000, compared with \$20,998 last year.

**Henderson:** \$6,500, compared with \$4,870 last year.

**Asheville-Buncombe:** \$3,200, compared with \$3,227 last year.

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