

**When You  
Give To The**

**Chapel Hill-Carrboro**

# Community Chest

**YOU HELP YOURSELF**

By

**HELPING OTHERS**

**THIS YEAR'S GOAL: \$43,012**

The Community Chest is an instrument of the Community Council.

The Community Council is composed of representatives of all organizations in Chapel Hill and Carrboro. It appoints the Chairman of the Community Chest each year and the Evaluation Committee.

The Evaluation Committee and the Board of the Community Council make a thorough study of each agency funded or proposed for funding. The sum of

their decisions is the total goal for the Community Chest drive.

Within the limits of your income and in a measure which you alone can determine, we hope you will pledge or give your greatest gift. The Chest welcomes pledges, for future payment on a monthly or quarterly payment basis. Payroll deductions are not possible within the University, but may be authorized in individual business.

The entire expense of the Community Chest campaign is a very small sum for printing cards and

materials, and a single part-time employee. All solicitors and organization workers are volunteers at no expense to Chest funds. Virtually all of the money you contribute goes to the service agencies directly. The 1964 goal of the Community Chest for Chapel Hill and Carrboro combined to serve all of the agencies described is \$43,012.00.

We cannot fail!

**CAMPAIGN HEADQUARTERS**

Home Savings & Loan Association  
Telephone 967-7089

Mrs. J. D. Webb, Secretary

## Need Served By Community Chest Funds

### GIRL SCOUTS

Through participation in the Girl Scouts, hundreds of girls ages seven to seventeen in the Chapel Hill-Carrboro area are helped to develop toward a desirable maturity. With character-building as its primary aim, the Girl Scout organization offers a large and varied range of activities oriented toward Arts and Crafts, Nature, Health and Safety, Home-making, and other fields of interest. Girls are helped to develop and carry through specific projects in these fields under the guidance of competent and interested adult leaders. Girl Scouting is designed to provide young girls an opportunity to develop their own skills and to use these skills in personal and community life. Allocation \$5,000.00.

### ASSOCIATION FOR THE AGING

The Chapel Hill Association for the Aging and Community Relationships has carried on an active program of work and study to meet the needs of older persons since its inception in 1954. In cooperation with the Speech and Hearing Clinic at Memorial Hospital, trained volunteer members of the Association have assisted in a program of diagnostic hearing for the elderly. The Association is planning a similar program for sight-testing and correction, as well as inquiries into the housing needs of older people. The popular Hobby Show, held each year in the Morehead Building, also is sponsored by the Association. In a period of rising national concern with the problems of senior citizens, the Association's local program assumes even greater importance. Allocation \$100.00.

### CAROLINAS UNITED

Allocation \$2,000.00

Children's Home Society  
The Florence Crittenton Home  
American Hearing Society  
International Social Service (WAIF)  
National Travelers Aid Association  
United Medical Research Foundation  
North Carolina Association for Mental Health  
American Social Health Association  
United Service Organizations

### CHAPEL HILL RECREATION COMMISSION

Only in the last two years has this community fulfilled a long-felt need by having a Recreation Department staffed by professional personnel and operating on a year-round basis. Last year this program had an allocation of \$18,000 in the Community Chest drive. This past spring a special recreation tax was approved and in the future taxpayers all will participate in this program. At the present time the total recreation tax to be collected will not carry the full program. For that reason the Evaluation Committee of the Chest deemed it wise to include an additional \$4,000.00 for recreation in this year's drive. Very active programs for our young people in Sports and Games, Arts and Crafts, Dramatics, and other interest areas are included. Hundreds of young people and adults of both sexes and all ages participated in varied activities at the Roberson Street Center, Chapel Hill High, the Umstead Center, and various University facilities. These programs are available to all residents of Chapel Hill and surrounding areas. The participation of over 250 boys and girls and men and women in basketball leagues in the High School gymnasium is only one example among many popular programs during the past year. Allocation \$4,000.00.

### BOY SCOUTS

Many "alumni" of the Boy Scout movement from ages eighteen to eighty can testify to the salutary influence of the scouting program in their adult life. In the Chapel Hill-Carrboro area over 900 Boy Scouts participate in camping, hiking, and learning activities which contribute to their own healthy moral and physical development while serving their community. Scouting membership increased 11 per cent during the past year and 64 per cent over the past three years. A continued vigorous scouting program will be a major factor in the education of boys for useful citizenship. Allocation \$9,000.00.

### Y-TEENS

The Y-Teens is a service organization of the YWCA for girls of high school age, oriented toward community service projects. Last year about 100 girls earned twenty "service hours" each by rolling bandages and working as Candy-stripers at Memorial Hospital, helping with fund drives, working at the PTA Thrift Shop, handing out voting and registration tags at the polls, and making hospital favors. In the Young Y-Teens, about 50 Negro girls meet twice a week for planned programs and crafts. They have worked on such projects as Christmas decorating at Memorial Hospital and helping with small children at the swimming pool and playground. Allocation \$2,207.00.

### HOLMES DAY NURSERY

The Holmes Day Nursery fills a major community need by providing day care for the children of working mothers. Licensed to care for 65 children and working at capacity, the Nursery provides well-supervised play and rest facilities for youngsters between the ages of two and six. Parents pay a weekly fee which covers most of the cost, including a hot lunch each day. The Nursery serves a double function by making it possible for many mothers to provide a livelihood for their families while secure in the knowledge that their children are growing in a happy environment. Allocation \$5,000.00.

### THE AMERICAN RED CROSS

For over 75 years—through war, peace, disaster, and the private problems of daily life—the Red Cross has provided vital services to mankind on international, national, and local levels. The Red Cross was founded by volunteers in a spirit of mutual help and is sustained by voluntary contributions. Many servicemen and civilians have found that the Red Cross "also serves" by doing more than to "stand and wait." Examples of major local services by the Chapel Hill Red Cross Chapter are its programs of home nursing service, first aid and water safety instruction, the voluntary hospital work of Gray Ladies and Gray Men, and the Junior Red Cross. Allocation \$11,860.00.

### ANIMAL PROTECTION SOCIETY

"Hurt not animals."—Plutarch

The Animal Protection Society endeavors to come to the rescue in those cases where Plutarch's injunction has been inadvertently or deliberately violated. The Society, successor to the Humane Society, oversees the boarding and adoption of lost or strayed animals, the payment for medical care of injured stray animals, and the humane disposal of those animals too sick or hurt to be rehabilitated. One of its major current goals is to build an adequate shelter for animals in Chapel Hill, one of the few towns without such a shelter operated by public or private interests. Allocation \$1,000.00.

**Central Carolina  
Bank & Trust Co.**

**Home Savings  
& Loan Association**

**North Carolina  
National Bank**

**Orange Savings  
& Loan Association**

THIS AD SPONSORED BY THE ABOVE BECAUSE THEY STRONGLY FEEL THE CHEST PROVIDES A SERVICE TO THE COMMUNITY

**DO YOUR VERY BEST BY COMMUNITY CHEST**