

The GOOD SAMARITAN...

and the Modern Miracle
of United Community Giving



HOW ELSE CAN
YOU GIVE TO 150
WORTHY FUNDS?

UNITED COMMUNITY SERVICES

- American Youth Hostels
- Baptist Children's Home
- Barclay House
- Ben Sweet Camp
- Big Brother, Big Sister Service
- Boy Scouts—Detroit Area Council
- Boys' Club of Dearborn
- Boys' Club of Detroit
- Boys' Club of Philadelphia Building
- Boys' Club of Highland Park
- Boys' Republic
- Brightmoor Community Center
- Camp Fire Girls
- Catholic Family Center
- Catholic Youth Organization
- Community Center
- City-wide Recreation Program
- Central Volunteer Bureau, UCS
- Children's Aid Society
- Children's Hospital of Michigan
- Children's Hospital Convalescent Home
- Community Council, UCS
- Community Information Service, UCS
- Coordinated Leadership Education
- Cottage Hospital
- Council of Churches, SSD
- Council on Community Nursing
- Curative Workshop
- Dearborn United Community Services
- Dearborn Recreation Projects
- Delray Christian Neighborhood House
- Delta Home for Girls
- Detroit Committee on Alcoholism
- Detroit Dental Aid, Inc.
- Detroit Districts Association—American Legion Posts
- Detroit Orthopaedic Clinic
- Detroit Society for the Prevention of Blindness
- Disabled American Veterans
- Doctor Christian Community House
- Downriver United Community Services
- Downriver Consultation Service
- Downriver Recreation Project
- Evangelical Deaconess Hospital, OPD
- Family Service of Oakland County
- Family Service Society of Metropolitan Detroit
- Father Workmen Settlement
- Ferdinand Pleasant Ridge Community Center
- Florence Crittenton Hospital, SSD
- Franklin Settlement
- French Aid Society
- Girl Scouts of Metropolitan Detroit
- Girl Scouts of Southern Oakland County
- Girls' Service Club of Girls Protective League
- Gleason Memorial Center
- Grace Hospital, OPD
- Guardian Angel Home
- Hennrich United Community Services
- Harper Hospital, OPD
- Harper Hospital, Adult Psychiatric Clinic
- Health Institute, UAW-CIO, Mental Hygiene Department
- Hebrew Free Loan Association
- Highland Park United Community Services
- Highland Park Community Center
- House of Providence, SSD
- International Institute
- Jewish Community Center
- Deister-Deaton Center
- Anna Duffey Memorial Building
- Twelfth Street Council Center
- Jewish Social Service Bureau
- Children's Department
- Family Service Department
- St. Vincent's and Sarah Fisher Home
- Salvation Army of Detroit
- Salvation Army Children's Home
- Salvation Army Family Service Department
- Salvation Army Fresh Air Camp
- Salvation Army Home and Hospital School Program, UCS
- Salvacion's Bureau
- Sigma Gamma Hospital School
- Society of St. Vincent de Paul, CCO
- Sophia Wright Settlement
- Southern Oakland County United Community Services
- Tay Beta Community House
- Valentine Center
- Thompson Home
- Travelers Aid Society
- United Community Services
- United Community Services Building
- United Spanish War Veterans—Municipal Council
- Urban League
- Van Buren Community Center
- Veterans of Foreign Wars—Wayne County Council
- Visiting Nurse Association
- Visiting Nurse Association
- Vista Macia School
- Warren Township United Community Services
- Warren Township Recreation Project
- Warrenside Community Center
- Williams Home
- Woman's Hospital, SSD
- Young Men's Christian Association
- Young Women's Christian Association

UNITED HEALTH AND WELFARE FUND OF MICHIGAN

- American Hearing Society
- Arthritis and Rheumatism Foundation
- Big Brothers of America
- Boosee B. Jackson Memorial Laboratory
- Leader Dog League for the Blind
- Michigan Association for Better Hearing
- Michigan Epilepsy Center
- Michigan Heart Association
- Michigan Society for Mental Hygiene
- Michigan Welfare League
- National Association for Mental Health
- National Community Service Organizations (13)
- National Multiple Sclerosis Society
- Pathfinder Guide Dogs, Inc.
- Sister Elizabeth Kenny Foundation
- United General Pastry Association of Michigan, Inc.
- National USO
- United Health and Welfare Fund State Services

American Cancer Society
Metropolitan Detroit Police Foundation
LPO and other local services to the Armed Forces
American Red Cross (Chapter Plan only)

This is your TORCH DRIVE!

The Torch Drive is the name given to the annual fund raising campaign of the United Foundation of Metropolitan Detroit, created to the end that all separate health and community services may be united into one annual drive. The Torch Drive represents the only financing drive held annually for these organizations, with partial exceptions, as in the case of the Red Cross.

WHO PARTICIPATES—WHO BENEFITS

The people of Metropolitan Detroit benefit by the convenience of one gift for all. They benefit also from the efficiency and savings, for the Torch Drive ends multiple campaign expenses, and countless inefficiencies through the duplicated efforts of countless drives. And, of course, the millions of people who use the services provided by the Torch Drive benefit because more money is collected, and it goes farther!

The list of participating agencies is given on page 10. It includes the 125 services of the Community Chest (The Community Chest and the Council of Social Agencies have now merged, under the name United Community Services) and 25 other local and national health or welfare services.

Red Cross. In the past, the Red Cross has participated on a partial basis. In 1950, it participated on the "Chapter Plan," but because of additional needs caused by the

Korean War, the Red Cross also held its own community campaign, with UF underwriting a deficit. This deficit will be included in this year's goal. The participation of Red Cross this year is now being worked out, and will be announced at a later date.

American Cancer Society. The local chapter of the American Cancer Society has now obtained permission from the national organization and will participate on a total community basis in 1951.

March of Dimes (National Foundation for Infantile Paralysis). Up to the present time, the national organization has not given the local chapter permission to participate. However, last year \$150,000 was raised by the UF for polio. To meet the local need for polio victims, this money was used by the UF sponsored Metropolitan Detroit Polio Foundation. The UF stands ready at any time to renew negotiations to accept the participation of the March of Dimes.

HOW FUNDS ARE COLLECTED

(A) The "Chapter Plan." Nearly 90% of UF funds are collected through "Chapters" set up in plants, offices, and small businesses. This popular plan provides either cash payment, or payroll deductions to spread the burden evenly over a year's period.

(B) Individual community collections. So that housewives and individuals not covered by the Chapter plan will have the opportunity to participate, neighborhood collections are made by Torch Drive volunteers, who give freely of their time to assure

that the united fund raising plan will be a complete success.

Who Actually Conducts the Drive? The United Foundation idea was started originally by Detroit's civic minded business and community leaders to bring common sense to fund raising drives. These same individuals with the help and support of thousands of Detroiters like yourself, who want to see the job done right, conduct the drive. They are given help, direction and organization by the permanent staff of the non-profit United Foundation of Metropolitan Detroit. Four of this year's chapter leaders are shown below...

What is the Torch Drive?

Because giving today to the needy is a vastly greater job, worthy charitable drives have naturally multiplied. In the past we have always met our obligations as Samaritans. But in recent years, the very number of drives caused unending inconvenience to individuals and companies alike. To help solve this problem, The Community Chest long ago united the fund-raising of 125 worthwhile local health and welfare services. Yet in the past few years the average citizen could expect to be asked to support at least 50 other drives; and his employer as many as 134 separate time-consuming solicitations in his plant. In addition, the manpower needed to carry on these drives successfully was tremendous.

all to worthy local and national health and welfare services in one annual drive. There were many who said the job was impossible. But you and the hundreds of thousands of Good Samaritans in the metropolitan area have proved the doubters wrong. You proved you liked the idea and you showed that if the people want it, it can be done.

How well it has worked was proven in the first two annual drives. You backed the united gift-giving idea by contributing more than they had formerly given in any one year, for all fund raising campaigns combined!

This year, with more services included in the Torch Drive, and with increased costs, the goal must be higher. But again, we know your response will be wholehearted. If everyone works and gives with an open heart, the Torch Drive goal will be met. Again, let's show the world that the modern Good Samaritan has learned the best way to lend a helping hand!

To end the inefficiency, the waste and inconvenience of a great many annual drives, the United Foundation was founded. Its aim was to give Detroiters the chance to give once for

United, we won... LET'S DO IT AGAIN!

give
ONCE FOR ALL 1951 TORCH DRIVE



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