

U F GIVE ONCE for ALL

ANNOUNCING THE 1952 TORCH DRIVE

**DETROIT'S OWN UNITED FOUNDATION
GREATEST CHARITABLE ACTIVITY IN THE WORLD TODAY**



Your United Foundation Torch Drive is Metropolitan Detroit's own proud method of raising the funds required to carry on the essential Health and Community Service needs of our community. To obtain the needed funds, 50,000 eager and devoted volunteer workers will canvass individuals, homes, businesses and organizations from October 14 through November 6.

The goal must be raised. Your whole-hearted support during the campaign will be needed . . . urgently.

Four years ago, when the first Torch Drive was launched, civic leaders from other cities across the country scoffed. The whole principle of one consolidated drive couldn't work, they said. It was foredoomed to failure. But it *did* work in Metropolitan Detroit, because Metropolitan Detroit is the kind of city, with the kind of people, to make tough jobs work. In each succeeding year the accomplishment has been greater.

Yes, Metropolitan Detroit *proved* the skeptics wrong, and today more than 200 other cities have followed Detroit's lead. But our Detroit is the pioneer, the leader, the warm-hearted city that showed the way!

Today the need is greater than ever. 150 worthy funds (they're listed in the column to the right) depend on the Torch Drive for their very lives. Our goal for 1952 must be met.

So, open your heart . . . prove once again that Metropolitan Detroit does things the only way we know—the BIG way, the SUCCESSFUL way. Meet your Torch Drive representative with a smile, dig a little deeper, and feel better for the giving. 50,000 workers who will give their time and their money will be counting on you, too.

WHAT IS THE TORCH DRIVE? A MODERN COMMON-SENSE PROGRAM SPONSORED BY METROPOLITAN DETROIT'S BUSINESS, LABOR AND CIVIC LEADERS

The Torch Drive combines 150 campaigns into one for greater Detroit. It was developed and launched in 1949 to eliminate the tremendous number of individual demands on our citizens by various organizations. By this method, almost all drives are combined into a single coordinated program under the slogan "Give Once for All."

Think of the great savings in efficiency, in energy, in administration. Think of the gains and convenience of reducing your charitable contributions to one all-inclusive gift.

The whole United Foundation idea was started originally by Detroit's civic-minded business, labor and community leaders to bring common-sense to fund-raising drives. And it has worked! It has worked because thousands of volunteer workers devote time, energy, and all-conquering spirit. They serve on committees, develop promotional materials, hold meetings, canvass their neighborhoods. But, most of all, it has worked because Metropolitan Detroit is Detroit, and its people have opened their hearts with generosity and with full understanding of the important goal.

HOW FUNDS ARE COLLECTED

(A) The "Chapter Plan." Nearly 90% of U.F. funds are collected through "Chapters" set up in plants, offices, and small businesses. This popular plan provides 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.

GIVE ONCE FOR ALL . . . 1952 TORCH DRIVE

**THESE ARE THE 150
HEALTH AND COMMUNITY
SERVICES SUPPORTED BY
THE TORCH DRIVE . . .**



United Community Services

- American Youth Hostels
- Baptist Children's Home
- Barst House
- Bay Court Camp
- Boy Scouts—Detroit Area Council
- Boys' Club of Dearborn
- Boys' Club of Detroit
- Boys' Club of Highland Park
- Boys Republic
- Brightmore Community Center
- Camp Fire Girls
- Catholic Family Center
- Children's Department
- Family Department
- Catholic Youth Organization
- Community Center
- City-wide Recreation Program
- Children's Aid Society
- Children's Center of Metropolitan Detroit
- Children's Hospital of Michigan
- Children's Hospital Convalescent Home
- Church Youth Service
- Coordinated Leadership Education
- Council of Churches, S.D.
- Council of Community Nursing
- Carative Workshop
- Dearborn United Community Services
- Dearborn Recreation Projects
- Delray Christian Neighborhood House
- Delta Home for Girls
- Detroit Cerebral Palsy Center
- Detroit Committee on Alcoholism
- Detroit Dental Aid, Inc.
- Detroit Districts Association—American Legion Posts
- Detroit Orthopaedic Clinic
- Detroit School Social Service Committee
- Disabled American Veterans
- Dodge Christian Community House
- Downriver United Community Services
- Donative Consultation Service
- Downriver Recreation Projects
- Evangelical Deaconess Hospital, O.P.D.
- Family Service of Oakland County
- Family Service Society of Metropolitan Detroit
- Father-Maternal Settlement
- Ferndale Pleasant Ridge Community Center
- Florence Crittenton Hospital, S.S.D.
- Franklin Settlement
- Fresh Air Society
- Girl Scouts of Metropolitan Detroit
- Girl Scouts of Southern Oakland County
- Girls Service Club of Girls Protective League
- Grace Memorial Center
- Grace Hospital, O.P.D.
- Grassie Hill Community Youth Center
- Grassie Pointe Woods Community Club
- Group Project
- Guardian Angel Home
- Hamtramck United Community Services
- Harper Hospital, O.P.D.
- Harper Hospital, Adult Psychiatric Clinic
- Health Institute, I.M.W. O.D. Mental Health Department
- Hebrew Free Loan Association
- Highland Park United Community Services
- Highland Park Community Center
- International Institute
- Irene's Community Center
- Deiter-Davison Center
- Arcis-Dubois Memorial Building
- Twelfth Street Council Center
- French Social Service Bureau
- Children's Department
- Family Service Department
- King's Daughters and Sons Home
- Life in the Handicapped
- Detroit Hearing Center
- Detroit Society for Prevention of Blindness
- League of Catholic Women
- Youth Service Bureau
- Legal Aid Bureau
- Lutheran Charities Child Welfare Department
- Lutheran Churches Settlement House
- Lutheran Children's Friend Society—Detroit
- Michael's Children's Home Society
- Michigan Children's Aid Society
- Michigan Humane Society
- Mia Fund Association
- Neighborhood Club
- Neighborhood House
- North End Clinic
- Physio-Wellness Home
- Public Aid Society, Harper House
- Rouge-Ecorse United Centers
- St. Anne's Community House
- St. Elizabeth's Community House
- St. Francis Home for Boys
- St. Joseph Home for Boys
- St. Joseph's Mercy Hospital, O.P.D.
- St. Peter-Claire Community House
- 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
- Salvation Army Bureau
- Sigma Gamma Hospital School
- Society of St. Vincent de Paul, C.D.
- Sophie Wright Settlement
- Southern Oakland County United Community Services
- Tap 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 Born Community Council
- Veterans of Foreign Wars—Wayne County Council
- Youth Housekeeper Association
- Womens' Club
- Working Nurse Association
- Wissam School
- Warren Township United Community Services
- Warren Township Recreation Project
- Warwood Community Center
- Williams House
- Willow's Hospital
- Social Service Department
- Valley Birth
- Young Men's Christian Association
- Young Women's Christian Association

United Health and Welfare Fund Agencies

- American Hearing Society
- Big Brothers of America
- Brother-Dog League for the Blind, Inc.
- Michigan Association for Better Hearing
- Michigan Chapter, Aural and Speech Foundation
- Michigan Chapter, National Multiple Sclerosis Society
- Michigan Lipsey Center
- Michigan Heart Association
- Michigan Society for Mental Health
- National Association for Mental Health
- National Community Service Organizations (12)
- National Epilepsy League
- Rouge-B Jackson Memorial Laboratory
- Sister Elizabeth Henry Foundation
- United Central Palsy Association
- United Deaf Fund—Including National USD
- United Health and Welfare Fund State Services

Agencies Participating in the Torch Drive but not Affiliated with Local Federations

- American Cancer Society—Southeastern Division
- American Red Cross—Detroit Chapter
- Metropolitan Detroit Polo Foundation
- USD of Metropolitan Detroit

We are glad to sponsor this important message

DEARBORN MOTORS CORPORATION
BIRMINGHAM, MICHIGAN