

He's Helped Collect \$150 Million for UF

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THE BIRMINGHAM ECENTRIC

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With the completion of the forthcoming Torch Drive, Walter C. Laidlaw, 704 Tottenham road, will have marked up more than \$150,000,000 for health and community services in this area. Nationally known in his field, he has devoted his highly-skilled energies for 20 years to raising funds to make this a better community in which to live.

As executive vice president of the United Foundation, Laidlaw not only coordinates the appeals of 150 agencies under the Torch Drive, but also of administering on a year-round basis, the disbursement of \$1,250,000 per month.

Laidlaw ORGANIZED AND conducted the first Torch Drive in 1949 after serving as campaign director for the Community Chest for 13 years.

In the past seven years, he has supervised the raising of \$87,000,000 for the United Foundation. This was more than was raised by the chest and its 125 agencies in 20 years.

As organizer, volunteer secretary of the Greater Detroit Hospital Fund, he also helped raise \$20,000,000 for a vast hospital expansion program now completed in the area. He organized and is volunteer secretary of the Metropolitan Detroit Building Fund, which raised \$16,000,000 for community agencies.

IN ADDITION, Laidlaw has served as consultant at no fee for virtually every financing activity for health, community service and civic organizations in recent years.

His greatest success has come in sparking the organization and development of the United Foundation and in leading its seven Torch Drives.

The first in 1949 raised \$9,268,000; the second, \$12,260,000; the third, \$11,485,000; the fourth, \$12,532,000; the fifth, \$13,565,000; the sixth, \$14,008,000; and the last year's \$15,933,000.

Each Child Should Make Contribution

Why do schools participate in the United Foundation Torch Drive, when parents give directly to the organization?

Birmingham Superintendent of Schools Dwight B. Ireland believes this is a fair question which should be answered by the schools.

"The basic goal of the school is to provide our children with those experiences which help them to grow up and mature to the degree that they can participate in adult society effectively and with self-confidence," Ireland said.

"One of the things that an adult must do is to evaluate all such demands and determine the worthwhileness of such demands.

"IN SCHOOL the child is given a background of understanding which enables him to appreciate the value of those financial drives which alleviate human suffering, such as the heart fund, polio foundation, Red Cross, Tuberculosis and many others.

"A few years ago, the school tried to educate children to appreciate the reason for each of these drives, and separate campaigns to raise money followed. There was a constant demand on school time.

"It was decided that one drive for all was a more efficient way of handling these requests. As a result the board of education adopted a policy which approves one financial campaign a year for these campaigns."

IRELAND SAID "a gift by a parent does not give the child the feeling, the inner satisfaction, that results from a gift made directly by the child.

"The new approach does not mean total family gift is necessarily any larger," he explained. "As a matter of fact, it is a wonderful family experience for the family as a group to discuss giving to such causes and determine what the total gift shall be. Then a decision can be made as to how this gift can be made by various members of the family.

"This is an educational experience and a privilege which should help to develop our children into stronger and better citizens. It would be unfortunate to deny them this actual experience in participating in the United Foundation."

YEAR AFTER year, these drives have broken all national records for fund-raising campaigns. In addition to the amount raised, these national records have included the

number of individual contributors—1,300,000; and the number of volunteers—80,000.

Since the United Foundation, under Laidlaw's leadership, brought together the Community Chest agencies and state and national organizations, such as the Red Cross and the American Cancer Society, more than 800 other communities of varying sizes throughout the country have adopted the plan.

More and more cities are calling on Laidlaw to learn how the job is done.

WITH ALL these problems, Laidlaw finds time for an occasional round of golf and rare fishing trips. Otherwise, his spare time is taken up with his wife, Betty, and four children in his Birmingham home.

His oldest son, Duncan, is a Navy flyer; Stewart is a freshman at Hilldale college; Bruce attends Birmingham high school, and Christine is in grade school.



ONE OF WALTER LAIDLAW'S chief forms of relaxation is with the chessboard.



Somebody's Missing

thanks to you this chair is vacant. The child who sat away his dreary childhood days here, now stands. He can't run yet. But when he speaks, his eyes look out to see the eyes of others. And, for the first time now, their glances meet—level. Thanks to you, and the care provided by you through the United Foundation, thousands more can stand . . . or hear . . . or talk . . . or smile. The love within the hearts of each is great. Still, it's a tiny thing compared to the surge of pride that you should feel. For by your acts of giving, you prove again that you, too, stand like men.

give your fair share — give once for all!

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1956 TORCH DRIVE

United Foundation
of Metropolitan
Detroit

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