

Campaign Leader Began In 1950 as a Volunteer

A quick glance at this area's United Foundation residential chart would show the name of Mrs. Joseph C. Dodge at the top, with lines radiating in every direction below it. Her lengthy but impressive title is "regional residential chairman for the Birmingham-Bloomfield-Franklin area".

Mrs. Dodge herself is quite unimpressed by titles, however. An attractive and disarmingly friendly young matron, she has a warm smile, a relaxed manner and a matter-of-fact, no-nonsense approach when there's a job to be done.

FOR A TIME this summer, it appeared the job was a little bigger than she had anticipated. In June, veteran campaign director Lenore Quinn, a mainstay in the

Briggs building UP office, was forced by ill health to resign, with no replacement immediately available.

"Thanks to Margot Heib, Hal Goode and Al Turner of the Detroit office, we managed to struggle through until Clay Howell arrived to replace Lenore in August", Mrs. Dodge ruefully recalls.

Just how fruitful her "struggles" were is only too evident now,

as 1900 volunteers, assembled and trained under her direction, prepare to swing into action Tuesday.

MRS. DODGE has been a Birmingham resident for 10 years. Her boundless enthusiasm for united community giving was developed in Dubuque, Ia., where she was active with Community Chest, the cancer drive and the junior board of the visiting nurses association.

Six years ago, she became interested in the United Foundation when she volunteered as a Torch Drive solicitor. Subsequently, she contributed her services for two years as district (neighborhood) chairman, for a year as area chairman, and last year as Birmingham division chairman.

Vital statistics would reveal that Mrs. Dodge was born Eileen Young in Morganfield, Ky., spent her high school days in Los Angeles and attended Bowling Green State Teachers college in Kentucky. After her marriage, she lived in San Francisco and Dubuque before moving to Birmingham.

AT HER home on Suffield drive, she considers herself to be "just like anyone else". The wife of an industrial engineer affiliated with Fenestra, Inc., she is the busy mother of three daughters, Alana



RESIDENTIAL chairman Mrs. Joseph C. Dodge (right) discusses plans for UF campaign with Mrs. Donovan Grey, co-training chairman, and Mrs. Irving A. Duffy, Birmingham division chairman.

and Elinor, college freshmen, and comes around", Mrs. Dodge remarks.

A current source of amusement in the Dodge household is the friendly rivalry which has sprung up between the twins, Alana, who is enrolled at MSU, and Elinor, attending the University at Ann Arbor.

"It certainly puts us squarely on the fence when football time

SHE ENJOYS a variety of hobbies, but admits that reading is her "consuming interest and passion". Her book reviews have become a favorite attraction at meetings of the West Side book group, AAUW. Other pastimes are gardening, knitting and bridge.

Each Homemaker Can Share in Torch Drive

Key to the success of the Torch Drive in the Birmingham-Bloomfield-Franklin area since the first campaign in 1949 has been the response of individual homemakers to the neighbor-to-neighbor approach.

"The almost phenomenal achievement of the United Foundation since it was started has been due to the full response of each segment of the metropolitan community", according to John MacManus, Sr., vice campaign chairman.

"In the over-all, nearly 90 per cent of the total funds contributed have come from business firms and from individuals giving through their working-place. The remainder has come directly from the home."

"Obviously, millions of dollars of family contributions are given each year through business channels, such as the payroll deduction plan. But the door-to-door program has two very important aspects.

"First, it makes certain that the opportunity to share in the work of the United Foundation reaches those who are not linked to a business source. Secondly, and most important, it gives the homemaker the opportunity to share personally in the effort."

THE RESIDENTIAL phase of the drive is especially significant in an area made up predominantly of private homes, as in the case of the Birmingham, Bloomfield and Franklin area, MacManus pointed out.

"Since our proportion of business is relatively small, the bulk of our quota must come through the front door of the home", he said.

"This is why the homemaker, both as a contributor and as a volunteer solicitor, is the key individual in our drive. This is why we stress the idea that every homemaker should make a gift of her own, independent of what may be given elsewhere."

THE AVERAGE housewife is usually more keenly aware of the work of United Foundation agencies than anyone else. It is not difficult for her to understand the fact that while everyone derives indirect benefit from everything that helps the community in which she makes her home, one out of every three families receives aid directly from the Torch Drive.

Even an abbreviated list of the agencies is dramatic proof of this: Adult Psychiatric Clinic, Harper Hospital; American Youth Hostels; Baptist Children's Home; Barat House—League of Catholic Women; Bay Court Camp; Boy Scouts; Boys Republic; Camp Fire Girls; Catholic Family Center; Catholic Youth Organization;

CHILDREN'S AID Society; Children's Center; Children's Home of Michigan; Church Youth Service; Coordinated Leadership Education Committee; Delta Home for Girls; Tri-County League for Nursing; Committee on Alcoholism;

Council of Churches, Social Service Department; Dental Aid, Inc.; American Legion Service Department; League for the Handicapped and Society for the Prevention of Blindness;

Detroit Orthopaedic Clinic and Sigma Gamma Hospital School; Public Schools; Social Service; Urban League and Green Pastures Camp; Disabled American Veterans Service Department; Evan-

gelical Deaconess Hospital;

FAMILY SERVICE of Oakland County; Florence Crittenton Hospital, Maternity Home and Social Service Department; Franklin Settlement; Fresh Air Society; Girl Scouts; Girls' Service Club; Guardian Angel Home; Harper Community House; Harper Hospital, Outpatient Department;

HEALTH INSTITUTE of the UAW-CIO; International Institute; Jewish Community Center; Jewish Social Service; Legal Aid Bureau; Lutheran Charities—Child Welfare Department; Lutheran Children's Friend Society; Lutheran Institute for the Deaf;

House of Providence; Methodist Children's Home Society; Michigan Children's Aid Society; Michigan Humane Society; Milk Fund Association; Neighborhood Club; North End Clinic; Phyllis Wheatley Home; St. Anne's Community House; St. Francis Home for Boys; St. Joseph Mercy Hospital, Outpatient Department; St. Vincent and Sarah Fisher Home for Children; St. Vincent de Paul Society of Detroit; Child Care Department;

SALVATION ARMY — Echo Grove Camp, Edwin Denby Memorial, Children's Home, Family Service Department, Harbor Lights Corps, William Booth Memorial Hospital; Servicemen's Bureau; Settlement Extension Service; Sophie Wright Settlement; Troy Township Recreation Project; Thompson Home; Travelers Aid Society; United Spanish War Veterans; Veterans of Foreign Wars; Visiting Housekeeper Association; Visiting Nurse Association; Vista Maria School; Williams House; Woman's Hospital Social Service Department; Young Men's Christian Association; Young Women's Christian Association; Youth Service Bureau; American Social Hygiene Association; The Roscoe B. Jackson Memorial Laboratory;

LEADER DOGS for the Blind; Michigan Association for Better Hearing; Michigan Association for Retarded Children; Arthritis & Rheumatism Foundation; Multiple Sclerosis Society; Sister Elizabeth Kenny Foundation; Children's Aid Society; Epilepsy Center; Heart Association; Nursing League;

SOCIETY for Mental Health; Michigan Welfare League; National Recreation Association; USO; United Cerebral Palsy Association; United Seamen's Service; American Cancer Society; Boys' Clubs; Polio Foundation; American Red Cross—three chapters: Detroit, Macomb and Oakland.

October 16 • November 8



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The United Foundation provides financially to the Child Guidance Clinic that helps train

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