

Chapter Plan Makes Giving Much Easier

The growth of the chapter plan has been an important factor in the annual increase in United Foundation contributions, according to J. P. Freeh, chairman of the chapter training committee for the Torch Drive in this area.

Freeh explained that the chapter plan enables any company or similar organization to create a streamlined, once-a-year, intensive solicitation of employees to raise funds for the operating expenses of the Torch Drive agencies.

The plan allows the organization or company and employees to concentrate their efforts on one brief campaign each year instead of several.

"At the same time", Freeh said, "the plan assures them that when they do their share, more of their contributions go for the worthy needs for which they gave than under any other plan."

AN IMPORTANT factor is that the chapter plan makes adequate giving easier. It is understandable that a lump sum contribution big enough to compare with the total of many smaller contributions previously made to many agencies, during various times of the year, could pose somewhat of a problem.

"Most individuals naturally do not have a generous sum of money available at all times."

"With the payroll contribution plan, a small sum can be deducted each pay day and never be missed, and at the end of the year an individual will have made a total contribution of which he can be proud and which really will be of help to the community."

THE PAYROLL contribution plan is the painless method for all employees to give their fair share, he said. The employee gives only when he receives a pay check. If he is ill or laid off, he does not contribute for that period.

Cash gifts, on the other hand, are seldom satisfactory, because the individual rarely has a "fair share" on hand, and a once-a-year drive can not be supported if everyone gives only a dollar or two.

Freeh added that the chapter plan giving standard is based on the majority of employees donating the equivalent of the amount they would have given to the many separate appeals that used to be made.

ALTHOUGH the appeal is joint, the contributor can still designate any agency or agencies he wants to receive his contribution, if he wishes to do so.

"We are often asked what a 'fair share' is, particularly since so many of us have forgotten just how many \$2 and \$5 and \$10 gifts we used to give to dozens of organizations during the year", Freeh said.

March of Dimes Has Own Drive

Almost complete fund-raising unification of health and community service agencies in the metropolitan area has been achieved under the United Foundation.

Only agency continuing to remain aloof is the March of Dimes conducted by the National Foundation for Infantile Paralysis, although important polio work is included.

Other campaigns that are not on an organized, personal basis, such as Goodfellows newspaper sales, poppy drives, seal sales, etc., are not included because they are felt to be traditional seasonal expressions of good will.

Contributors have not asked for their inclusion, nor have such organizations asked to be included.

This & That

(Continued from Page 1)

people, should be amended to add this phrase: 'and every citizen shall retain the right to meet and keep the responsibilities required by such guarantees of his freedom.'

"If it were there in black and white, perhaps we would be more keenly aware of this most important right of all."

"The only yardstick we have is the average gifts of the thoughtful contributors in every wage scale. Up to \$4,800 in wages, the average is a day's pay."

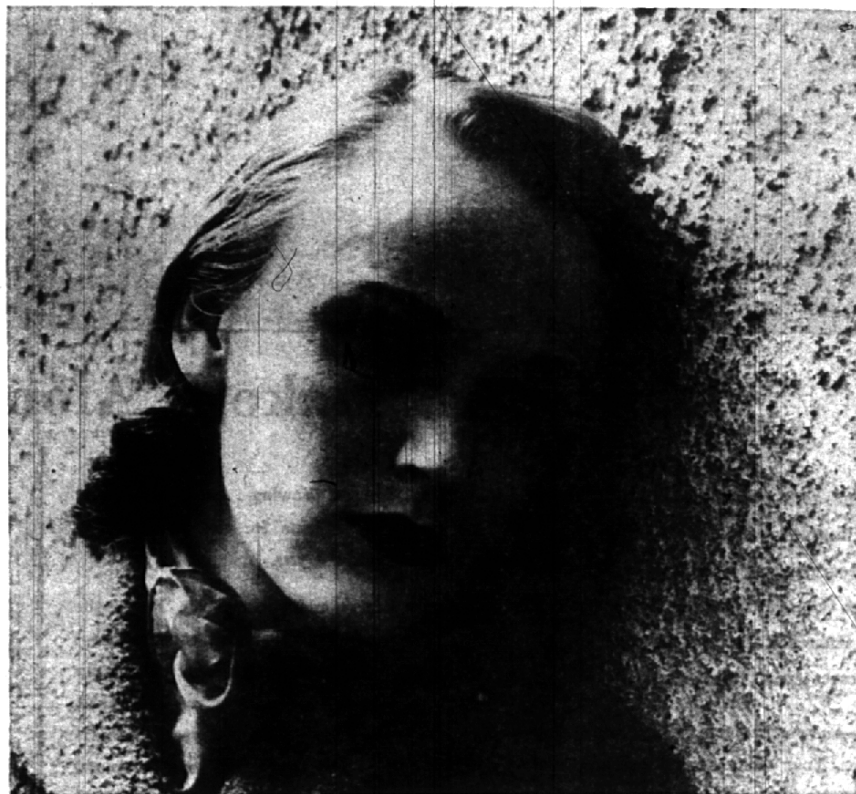
"BETWEEN \$5,000 and \$10,000 a year, the contribution scales up from \$30 to around \$125. Above that, the figure runs from around 1.5 per cent of annual income and graduates evenly upward to three per cent at \$35,000."

"All donations to the Torch Drive, of course, are deductible at income tax time."



KICKOFF PLANS for the 1956 Torch Drive are given last-minute polishing by general committee chairmen. Left to right, seated, are Garvin Bawden, Jr., business chairman; Mrs. Philip Detwiler, publicity; Elmer L. Sylvester, government; Mrs. Joseph C. Dodge, residential; John MacManus, Sr., vice general chairman; William B. Bachman, Jr., advisory committee chairman, and Edwin Kirbert, schools. Standing (left), J. P. Freeh, training, and Howard E. Hallas, public relations. Other chairmen are Mrs. Benjamin Young, special assignment; Mrs. Cassius L. Miller, training; Mrs. Norman D. Stanton, recruitment, and W. A. P. John, chapter development.

she'll stay young forever...



unless...

She is nineteen; beautiful, sparkling now with the fresh vigor of youth; pensive in the misty moodiness of young womanhood. But for her there will be no handsome young man, no home, no family her own, no bright future.

She is nineteen; beautiful—and she is mentally ill.

The facilities of our mental institutions are critically strained. Funds are desperately required for more hospitals, for research and trained personnel. Given adequate tools, doctors and

technicians can provide proper treatment for many mental illnesses, can often successfully restore those afflicted to normal, healthy lives.

Mental illness knows no class, no creed. Mental illness strikes one family in four! When you give to the Torch Drive, remember that your contribution may very well someday help someone you love. One hundred and fifty approved agencies need your help. Give generously. Give from the heart.



Give your
fair share...
give once
for all

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UNITED FOUNDATION OF METROPOLITAN DETROIT

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