

800 Cities Adopt Torch Drive Way

By GEORGE WM. AVERILL

What's happened to "the biggest idea in charity fund-raising" since the summer day in 1949 when the late Frank R. Pierce of Birmingham agreed to head the nation's first unified campaign?

An ardent community worker and one of the most dynamic business leaders in the country, Frank Pierce helped light a torch that has been picked up in more than 800 cities across the United States.

In the metropolitan area it serves, from Bloomfield Hills to Grosse Pointe to Grosse Ile, the United Foundation to date has raised more than \$87,000,000 for nearly every conceivable community need and over 150 health and service agencies that once conducted a myriad of independent and costly solicitations.

In the year preceding the first Torch Drive, over 40 separate campaigns were held to solicit funds for the same agencies which now participate in the Torch Drive. These campaigns raised a total of \$7,200,000 compared to the \$15,933,000 collected in last year's United Foundation drive.

Employers received as many as 134 separate requests for in-plant solicitations, corporation gifts, or both. Community leaders were asked almost weekly to head, organize or personally assist in some worthy appeal for funds.

Local agencies at the time, embodied in the Community Chests, were faring even worse. Fund-raising costs were rising. Needs were growing.

THE SITUATION was becoming near-chaotic. The failure by \$300,000 of Detroit's 1948 Chest drive pointed up growing deterioration of existing fund-raising machinery.

Late in 1948, a group of Michigan's business and civic leaders met to formulate a solution to the problems. From this meeting came the United Health and Welfare Fund of Michigan, now known as the Michigan United Fund.

It was comprised of a group of 23 state and national agencies which would all benefit from a once-for-all approach.

AT THE same time, it was recognized that a state-wide campaign was impractical, and that any plan to consolidate charity drives must be done on an inter-

grated basis by individual cities or metropolitan areas. The next step was the establishment of the United Foundation of Metropolitan Detroit, incorporated on January 4, 1949.

It was a success from the beginning. A pilot campaign in February raised \$550,000 more for the United Health and Welfare agencies than they had been able to raise separately the previous year. That fall, the first big Torch Drive, with 143 agencies joining hands, raised a record \$9,247,045.

One of the early problems, with national repercussions, was the resistance of Basil O'Connor, who directed the national activities of the American Red Cross and the National Foundation for Infantile Paralysis.

ONE OF THE important points to note in this dispute is that the Red Cross and Polio drives, like some others, have unusual emotional appeal. Many other important agencies have less drama in their vital work.

Recognizing the importance of the united approach, the Wayne County chapter of the Red Cross voted to come into the program.

THE UNITED Foundation today truly represents the desires of the contributor. It is a non-profit organization incorporated under the laws of Michigan and with a sole function. That function is the collection of funds to support 134 health and community services. These fall into three major categories, as shown elsewhere on this page. Each of the major groups and independent agencies is represented on the United Foundation goal and allocations committee. This committee recommends to the United Foundation board the allocation to each of the major participants and the over-all goal for the Torch Drives. The goal is based upon the minimum requirements of each agency and is arrived at after months of careful consideration.

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THE BIRMINGHAM ECCENTRIC

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Leadership Key to UF Success

Much of the success of the Torch Drive is due to the outstanding character of the volunteer leadership that steps in to carry on the campaign each year, according to William B. Bachman, chairman of the advisory committee of the United Foundation for Birmingham-Bloomfield-Franklin.

"There's an old business axiom that says 'if you want to get a job done, get a busy man or woman to do it,'" Bachman said. "The truth of this has been borne out in the Torch Drives, which have annually enlisted the efforts of the community's most active leaders."

"YEAR AFTER year, our community has provided leadership not only for the local drive itself but for the whole metropolitan area. Highest caliber business and industrial executives and women leaders have been willing and eager to devote their expert services to the success of the program."

The late Frank Pierce of Birmingham headed the first Torch Drive. He was succeeded by such leaders from our area as Don E. Ahrens, Ernest Breech, John Bugas and many others.

"Important roles for several years have been taken by area residents, such as George Romney, L. L. Colbert, C. E. Wilson (who was one of the founders), Calvin Patterson, John L. McQuigg, Raymond T. Perring, L. C. Goad—to mention but a few who come quickly to mind."

MANY OF the business and civic leaders, Bachman noted, have aided the drive at both the local and metropolitan level.

"We have been most fortunate in having the leadership of men like Ernest A. Jones, William Breech, Everett Fisher, John Stevenson, Irving Babcock—all of whom have acted as general chairmen of the Torch Drives in the Birmingham-Bloomfield-Franklin area."

Many others, like Dwight Ireland, Paul Averill, Dr. Robert Mason, Harry Hoey, William Roberts, are typical of those who have aided in the work of the advisory committee.

"IT WOULD be impossible to match the effort and leadership of such women as Mrs. Joseph C. Dodge, Mrs. J. Hawley Otis, Mrs. Haines T. Walmsley, Mrs. J. Rowland Quinn, Mrs. Irving A. Duffy, Mrs. Raymond G. Bower, Mrs. William T. Gossett, Mrs. Donovan J. Gray, Mrs. Bernard Magruder, Mrs. Edward Rothman, Mrs. E. A. Schirmer, Mrs. E. S. Wellock—among those who have worked as drive leaders, on the advisory committee, or both."

"Since 1949, when Henry Whiting headed the first drive—and then headed the second one as well, our area has gone over its quota in each of the seven years—a great tribute to the community and its people."

"Blitz"

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nomics of the area."

THE FIRST quota for this area was \$82,250 in 1940. It has grown steadily each year in direct proportion to increasing population and increasing community service needs.

Population of the area—which includes Beverly Hills, Bloomfield Hills, Foxcroft, Bloomfield Village, Birmingham, Franklin—was estimated at 26,000 in 1950, when the Torch Drive quota was \$121,500.

This year, the Birmingham Chamber of Commerce estimates the population at more than 50,000, with a total "trading area" of more than 75,000.

"ONE OF THE significant factors in this growth, as was shown in a recent survey of community problems studied by our advisory committee, is that the needs of relatively isolated villages and the needs of large areas of population are vastly different," Jones said.

"We need the understanding and help of everyone in the community to achieve success in this campaign, and make it truly a united drive for the good of all."

A task crew of 80 local business and professional men are carrying the Torch story to about 500 business places and offices in the area in a campaign of unusual intensity.

SPECIAL TEAMS are conducting drives in specific business areas. An example of this, according to Bawden, is the formation of a special real estate group to cover the important realty field.

"Our committee represents every phase of commerce, professional and industry activity in the area," Bawden said. "The men who know their field best are concentrating in it."

Business in this area has generously supported the Torch Drive and we believe business as a whole will do even more than in the past, if we make certain that each company and office and employee is given the story and the opportunity to give.



Two years old...going on...crutches!

They're a little confused.

They don't understand why this has happened to them.

They try to be brave, but it isn't easy. They pray at night...and sometimes in the morning they cry...because those prayers haven't been answered. "Doesn't God care...doesn't anybody care?"

If these little tots were yours you'd care. But maybe you care anyway. Maybe you want to hold out a helping hand to these little people who need it so desperately.

You can help best by giving generously to the United Foundation Torch Drive which includes rehabilitation for the handicapped of all ages.

When a volunteer worker rings your doorbell...can we count on you?

GIVE YOUR FAIR SHARE—
GIVE ONCE FOR ALL!

TWO WAYS TO GIVE

At work—You can make your donation through the convenient "Chapter Plan" at work and have your donation deducted from your pay check in whatever way you specify. It's an ideal way to give, without straining your own family budget.

At home—if you do not come under the "Chapter Plan," or if you are a housewife and wish to contribute personally to this heart-warming cause, you can make a personal contribution through volunteer workers who will call on you at home.

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TORCH DRIVE

UNITED FOUNDATION
OF METROPOLITAN DETROIT

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