

MEDIA MONITOR



Clippings and reports of interest issued periodically by the Communications Division. Items for inclusion should be sent to J. Alan Bergman, Director of Public Relations.

October 17, 1980

The Globe; Boston, Massachusetts; August 10, 1980

The giving game

Corporate charitability raises ethical questions

By Floyd Norris
Associated Press

NEW YORK — Corporations have become the big supporters of charitable causes in the United States, surpassing foundations.

The outflow of money from corporations has produced a scramble among recipients trying to get more and has raised concerns about excessive business influence over those recipients.

It has also aroused opposition from some stockholders who think corporations with extra money should give it to them, in the form of higher dividends.

Last year the nation's corporations gave \$2.3 billion to charitable causes, slightly above the amount given by foundations. A decade ago, foundations gave more than twice as much as businesses.

Those contributions, however, amount to just under one percent of corporate profits. The government lets companies take tax deductions for contributions up to 5 percent of profits, but few give that much. Three-quarters of the nation's 1.5 million corporations make no cash contributions.

It is the arts that have benefited the most from rising corporate contributions. The arts now get more than 10 percent of business donations, up from 5 percent a decade ago.

"It isn't charity at all. The basic reason is to make ourselves known," says Gordon Bowman, who supervises grants for the arts from United Technologies Corp. Like many other

corporations, United Technologies has sponsored touring art exhibits.

"We decided to make art the way of building our reputation. We could have done outboard motor races or tennis matches, but we chose art," Bowman adds.

Another reason for the relative popularity of art may be that few are offended by such contributions. "It's a non-controversial area, and there are lots of side benefits, both individually and for corporations," notes Robert Bothwell, the director of the National Committee for Responsive Philanthropy, which tries to promote grants for less traditional charities.

The question of influence is a touchy one for corporations, and many don't like to talk about it. But other businessmen defend corporate philanthropy as the only alternative to more and more government control.

Both government and the public, says Bank of America President A.W. Clausen, want business "to pick up some of the slack" in correcting society's ills.

"In placing heavier dependence on the private sector we don't have very many alternatives to the business corporation — the economic engine of our society," says Franklin A. Thomas, the president of the Ford Foundation. "The resources of private foundations have passed the era of growth."

If businesses are going to give money, the question arises who should get it. There is no shortage of would-be recipients. Metropolitan Life Insurance Co. estimates it grants

one of each 50 requests.

For many businesses, especially those not large enough to hire a staff to supervise contributions, the answer is relatively simple. "The fact is that most corporate gifts do consistently go to the same 'safe' traditional establishment causes year after year — the United Way, local hospitals, the Boy Scouts, the Red Cross, the local symphony orchestra and museum," Carl Bakal wrote last year in his book, "Charity USA".

For the more venturesome, there are a wide variety of options. Some concentrate on one or two areas, others scatter their shots.

Cummins Engine Co. of Columbus, Ind. has attracted national attention by paying design fees for public buildings in its home town and for contributions to groups promoting equal opportunity.

Reliable Life Insurance Co. of Webster Grove, Mo. has taken another approach. It will match any tax-exempt contribution made by an employee, with limits on amount. That is unusual, although many companies offer to match employee gifts to educational institutions.

"Although our decisions include truly charitable motives, our contributions reflect the kind of business we're in," says Arthur Sternbell, the president of the foundation set up by Metropolitan Life, which supports health research, among other things.

"Alcoholism comes from people, not from bottles," said a spokesman for Seagram's and Sons, the big

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Canadian distillery, as it gave \$5.8 million to Harvard University for research into the disease.

In recent years, corporate support of the Public Broadcasting Service has increased dramatically. Such oil companies as Exxon and Mobil have given enough that "PBS" is said by a few to really mean "Petroleum Broad-

casting Service."

That has aroused concerns over corporate control of programming, especially after Mobil last year asked PBS to cancel the broadcast of a film that had angered the Saudi Arabian government. PBS refused, and Mobil has not cut back on its support.

"The same people used to com-

plain because oil companies wouldn't support public affairs programming, only safe arts programming," says Stephen Stmas, a vice president of Exxon Corp., which funds such programs as the McNeil-Lehrer Report. "The record shows corporations have behaved responsibly."

Echoing that comment is Exxon chairman Clifton C. Garvin Jr.: "Being a good corporate citizen requires that we respond not only to our employees, shareholders, customers and suppliers. We also must respond to the needs of the society as a whole."

The oil companies give far more than any other industry to charitable causes — more than \$90 million — but the petroleum industry makes more money than most.

A study by the Conference Board, a business-sponsored research organization, found that as a percent of profits the petroleum industry is less generous than any other major industry, with the exception of utilities. Banks, merchandising companies, metal producers and paper products firms stood out by that measure.

The utilities, of course, are under unique pressure. No one has to buy Exxon gasoline, but utilities

have local monopolies. Some states have barred utilities from making any contributions.

The idea that no company should make contributions has been argued by Milton Friedman, the Nobel Prize-winning economist, who says corporations should concentrate on profits and let their owners make contributions if they want to.

But shareholder proposals to stop contributions get relatively little support, even when the contributions do not seem likely to help a company's image or aid its business in some other way.

"The angry stockholder doesn't exist," says Ker-ryn King, a senior vice president of Texaco Inc. He says the company doesn't get protests over its large contributions to the Metropolitan Opera Company, but does get compliments. Many shareholders have told Texaco they bought their stock because of its support of the Met.

The Record; Greensboro, N.C.; August 26, 1980

The art of raising funds

You gotta pay to get it

By TONY SNOW
Record Staff Writer

In the old days, fund raising was almost as somber and painful as bloodletting. Long-faced philanthropists would march from doorstep to doorstep and broadcast, in the most vivid and heart-rending terms, that the tired and poor of the world had beaten a path to each citizen's door.

But no more. A recession is on, and fund-raisers must develop new and ingenious ways to unburden people's wallets. The key, it seems, is to make giving fun.

Monday, for instance, 900 Burlington Industries employees lolled around on the lawn of the company's Friendly Avenue facility, munching fried chicken, sipping tea, and gobbling up ice cream. The occasion? The kickoff of the company's 1980 United Way fund drive.

"People aren't anxious to give these days," said Melissa Staples, director of the company's United Way campaign, "so we had to find new ways to get them involved. We didn't want to be real gimmicky. Some companies give out



Cynthia Doyle

door prizes or offer rewards for participation, but our executives thought that was sort of like bribing people to give."

So, after some head-scratching, Staples and her colleagues in the public-relations department came up with the idea of a picnic.

"We haven't had a picnic since our 50th anniversary in 1973," she said, "and we remembered that a lot of people enjoyed the last one. It was a gradual thing, really. At first we just wanted an ice cream social, but it snowballed into a picnic."

Burlington is one of 13 "pacesetter companies" in this year's campaign. A pacesetter company, according to United Way general campaign Chairman Cynthia Doyle, conducts its fund drive before United Way's public appeal.

"We do this for several reasons," she explained. "First, it gives us a publicity boost. Second, we can see how the campaign is going to work this year, where the problems are. And third, a pacesetter company, as its name implies, can set an example for other companies."

Nearly three-fourths of the United Way's money comes from

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corporations, corporate executives and employees. This is also true for other charitable organizations.

In some parts of the nation, competition for corporate dollars has led to fighting among the United Way and other charities.

Last year, for instance, a Ralph Nader group filed suit against the United Way, claiming that its television advertisements mistakenly implied that all charities fell under the United Way umbrella, thereby giving it an unfair advantage over its philanthropic competitors.

But in Greensboro, all the private social-service organizations seem to live in harmony. Each has its own turf, and there is little trespassing.

Still, there is some friendly competition for groups that previously have not been asked to give and for lobbying more effectively among groups that already have been approached.

"This year we're telling people that they need to realize that our fund drive is more important now than ever before," said Doyle.

"Some people thought we were crazy when we increased our goal this year to \$2.8 million. But our requests from member organizations — and they were bare-bones requests — added up to \$2.95 million. So you can see that we're actually asking for a very modest budget."

The emphasis this year, therefore, will be on making the 1980 campaign more personal than past

campaigns. "We definitely have to work a little harder," said Doyle. "We cannot accept half-hearted efforts. We must have eye-to-eye contact.

"When our volunteers show up at an office or at a home, they must make personal contact with the people they're asking for money. They must ask for support directly. If you don't ask for it, you're not going to get it."

Although the United Way fell short of its goal last year, Doyle feels confident that her workers can meet this year's goal, which is 10.2 percent higher than last year's.

But Doyle is careful to add that if that optimism isn't converted into giving, it does the charity and its benefactors no good.

Times; El Paso, Texas; August 18, 1980



up front

by Ed Foster

Times Columnist

First the federal government pared its funding for human care and social services, then the city readied even deeper cuts of its own.

Now begins the United Way campaign, the community's annual fund-raising effort on behalf of 42 human care and service agencies we depend on to lend a hand to the unfortunate among us.

The needs addressed by the United Way grow more acute every year. Inflation alone would see to that. So would the stresses of modern living. We've both in abundance.

El Paso has never been a rich town — not for working people — and the volunteers who put their hearts and time into United Way aren't about to go out and drum anybody to donate for frills and busywork.

On the contrary, each year United Way sets a goal calculated to meet bare needs.

But once those bare needs are determined — and the goal set — the United Way mobilizes for the big push.

Unlike the City Council, too timid this year to test the electorate's willingness to recognize and respond to

community bare needs, the United Way is laying it on the line, in this year of hard times, just as in years past. The "bare-needs" goal in this 1980 campaign is \$2,775,614.

The United Way is not an association of agencies counting on public support to carry on their work. The United Way is an association of givers. As such, then, it has a voice in how the donations are put to use. In a sense, United Way is the conscience of the community.

One of the things some of its volunteers do in United Way's behalf is offer themselves as speakers and to show slides depicting the activities of the various agencies, such as the Salvation Army, Lighthouse for the Blind, Planned Parenthood, Boy Scouts, Girl Scouts, Boys Clubs, Rescue Mission and so on, through the list of 42.

A dozen or so volunteer speakers for this upcoming campaign gathered last week at the Dickshire-Codrs service center to trade notes and ideas. Some were experienced speakers, some nervously venturing forth for the first time.

Charles Doolittle, a veteran speaker through several campaigns, said what works best for him is to stress the community needs of which he has first-hand knowledge and tell how United Way meets them.

For example, the ease with which he and his wife are able to care for their aging parents set him to thinking of the elderly who exist in virtual abandonment.

So he begins some of his talks like this:

"You think Roosevelt, MacArthur, General Patton and our other heroes were the great men of that generation?"

"I'll tell you who the great men of that generation were. They were the daddies of people like you and me, who did their jobs and their duty and held this great country together through war and depression. And many of those great men are still with us today — cast aside, destitute and depending on this community to return to them some of the care and support and devotion —"

And so on.

There are several United Way agencies that reach out to the elderly.

Dusty Rhodes called attention to the work the agencies do to provide suitable releases from daily pressures — the stresses with which even many affluent families can identify.

Royal Furgeson, who has headed recent campaign drives and this year is vice president of United Way, told the volunteer speakers they often might encounter unexpected help when they make their talks from individuals in their audiences who have themselves experienced help from United Way.

"When you do," he said, "let them tell their stories."

He cited a talk he gave just the week before, at conclusion of which a woman came to tell him that, in her own family, they just couldn't have pulled through without help in caring for and treating her mentally retarded sister.

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The audience gathered around, Furgerson said, turned on by her account to the heart and soul of United Way far more than his own talk had done.

It raised the thought in several that, well, if economic hard times cast a pall over the good life that most of us have become accustomed to, the families and individuals with special

needs and burdens surely must be walking under even deeper shadows.

Whatever the economy does, heartache, suffering and need for a helping hand go right on.

The City Council's new budget — however the mayor and aldermen arrange it — takes effect in September.

That's when the United Way campaign will be in high gear.

It's an interesting — and provocative — contrast: the city's turning its back on basic needs and responsibilities and the United Way's laying them on the line with a clarion call to face them straightaway and carry on the good fight.

Caller Times; Corpus Christi, Texas; July 27, 1980

Changes mark United Way fund campaign

By LINDA CARRICO
Staff Writer

Credibility — and money — will be the name of the game when the United Way of the Coastal Bend kicks off its 1980 fund-raising campaign Sept. 15.

For the last two years, the United Way has fallen short of its campaign goals.

And officials fear a third failure this year may prove to be a crippling blow to the organization's ability to raise money.

The 1978 campaign missed its goal of \$2.061 million by \$60,000. And the 1979 campaign — scarred by the Planned Parenthood and Catholic controversy — missed its \$2.4 million mark by \$360,000.

So to make certain the same thing doesn't happen this year, United Way officials have:

- Made major changes in staff assignments and responsibilities.
- Improved the agency's tracking of pledge payments.
- For the first time, involved volunteer campaign workers in the setting of the goal.
- Decided to set funding allocations for the 56 participating agencies after the campaign instead of before it begins.

- Established the "Pacesetters Program," which calls on selected companies to lead the community in contributing to the drive.

- Revised the Loaned Executive Program, to make better use of the extra manpower during the campaign.

"Any time we don't make our goal, we lose credibility in the community," said D. Michael Hunter, Corpus Christi Bank and Trust executive vice president and United Way campaign manager. "We can't afford that kind of thing when we have 55-56 agencies depending on us. If we can't raise the money, some of the agencies will have to shut down."

Before setting this year's campaign goal, Hunter said the United Way conducted an analysis of last year's campaign.

"We are looking at the goal very seriously and not relying on any guesswork this year," he said. "We want a reasonable dollar amount that we know can be raised in accordance with what the agency has been able to do in the past."

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Drive benefits area agencies

The agencies that will benefit from this year's United Way drive have been announced. Since United Way officials have changed to a post-campaign allocation determination, no tentative allocation list is available this year. The agencies are:

- Ada Wilson Hospital
- American Cancer Society
- American Field Service
- American Red Cross — Bee County
- American Red Cross — Coastal Bend
- American Red Cross — Kleberg/Kenedy
- American Red Cross — San Patricio
- Bee County 4-H Clubs
- Bethune Day Nursery
- Big Brothers/Big Sisters
- Boys' Club — Alice
- Boys' Club — Beeville
- Boys' Club — Corpus Christi

- Boys' Club-Kingsville
- Boys Scouts — Gulf Coast Council
- Camp Fire Girls — Alice
- Camp Fire Girls — Corpus Christi
- Camp Fire Girls — Kingsville
- Coastal Bend Council on Alcoholism
- Coastal Bend Halfway Houses for Alcoholics
- Coastal Bend Legal Services
- Coastal Bend Youth City
- Corpus Christi Drug Abuse Council
- Corpus Christi Heart Association
- Corpus Christi International Seamen's Center
- Crisis Intervention Service
- Early Childhood Development Center
- Family Counseling Service
- Girl Scouts — Paisano Council
- Goodwill Industries, Inc.
- Greenwood-Molina Nursery
- Jewish Community Center
- Jim Wells County Crippled Children
- Kleberg County Family Guidance
- Mental Health Association

- Money Management Counseling Association
- Neighborhood Centers of Corpus Christi
- Robert L. Moore Community Center
- Robstown Day Care Center
- Robstown Little Leagues
- Rural Economic Assistance League
- Salvation Army — Alice
- Salvation Army — Beeville
- Salvation Army — Corpus Christi
- Salvation Army — Ingleside
- Salvation Army — Kingsville
- Salvation Army — Portland
- Salvation Army — Robstown
- South Texas Speech, Hearing and Language
- Texas United Community Services
- Voluntary Action Center
- U.S.O. — Corpus Christi
- Wesley Community Center
- Y.M.C.A.
- Y.W.C.A.
- United Way of the Coastal Bend

In past years, Hunter said, the campaign goal was set by the United Way's chairman and staff after they had searched through records to determine what United Way divisions (Coastal Bend communities, industrial, professionals, trades, seasonal, financial institutions and real estate, oil and gas, combined federal campaign and public employees) could raise.

The campaign worker of each division was then informed by the United Way of how much money his division was expected to contribute.

This year, however, Hunter said the divisions' campaign workers are performing their own analyses to determine how much money can be raised in their respective areas.

"The emphasis this year is having the campaign workers themselves analyze previous years' contributions and assuming the responsibility for saying what can be raised," Hunter said. "Instead of us telling them how much to money to raise, we're letting them decide the amount of money they feel their division is capable of giving."

No goal has been set, but Hunter is expected to discuss details of this year's campaign at a press conference Thursday at the United Way office at 2902 Leopard.

Marjorie Prichard, president of the United Way's board of governors, said just because the agency failed to reach its announced goals the last two years does not mean the two campaigns were unsuccessful.

"In the last two years the United Way has raised a much higher dollar total than in previous years, but that tends to be overlooked when we don't make a pre-set announced goal," she said.

Hunter and Mrs. Prichard disagreed over the impact of the Planned Parenthood controversy on last year's campaign.

"The main effect was in delaying the campaign, and not in changing the attitude of the public," she said. "Since it happened at the very beginning, it only achieved in getting the campaign off to a slow start."

But Hunter said the acceptance of Planned Parenthood as a funded agency proved to be a "killer" for the campaign.

Because Planned Parenthood provides birth control counseling and referral services for abortions, Bishop Thomas Drury had called for area Catholics to boycott the campaign, saying Catholics should not fund "an agency that supports this evil."

United Way stood to lose more than \$800,000 if the area's more than 25,000 Catholic families had followed Drury's request. In order that other United Way participants would not be injured economically by Drury's decision, officials of Planned Parenthood withdrew from the United Way. Drury then withdrew the boycott.

None of the funded agencies will know what their allocation is until the campaign ends Nov. 15.

Allocations were usually determined before the campaign, but Hunter said the change was required when the United Way failed to meet its goal in the last two campaigns.

"All the allocations work this year will be post-campaign — after all the dollars have been raised," he said. "Agencies will still submit their requests, and we will visit the agencies sometime during the campaign, but no allocations will be made until the campaign is over and we know where we are financially."

Providing the United Way with new direction this year is Joseph Haggerty, Jr., the agency's new executive director.

Haggerty, who was hired in January, has made major changes in staff assignments and responsibilities, including naming Jim Reed as campaign director, Linda Campbell as finance and allocations director and Vicki Valenta as administrative director. All had been staff members but without specific assignments, Hunter said.

In addition, Haggerty was able to secure a special grant from the United Way of America to employ and train a Hispanic professional staff person, Hunter said. Rosa Balderas, formerly of Big Brothers/Big Sisters of Nueces County, has been hired to be the agency's planning director and to serve as a liaison with the Mexican-American community.

Also to help the campaign run efficiently this year, Hunter said Haggerty's staff has been updating basic information about area companies, addresses and managers' names in an effort to eliminate United Way volunteers calling on the wrong people or going to an old location.

The office has also implemented several new computer changes to provide the United Way with improved information regarding the payment and frequency of pledge payments.

"In the past, we had a problem of collections because by the time we had realized who hadn't paid their pledge, it was too late to do anything about it," Mrs. Prichard said. "Better records should enable us to send reminders when we can't collect."

So that the public will recognize the United Way as a necessary and worthwhile organization, Hunter said, community leaders have been recruited to serve as volunteer campaign leaders. Their job will be to organize 1,000 volunteers into various groups to contact about 8,000 companies for donations.

Bill Sears, district manager at Exxon, will serve as deputy campaign chairman. Group leaders are Jim Peterson, president of Whataburger; Dana Williams, superintendent of the Corpus Christi Independent School District; and Bill Sayles, chairman and chief executive officer of Central Power and Light.

And to help set the pace for the campaign before it officially starts, Hunter said 11 companies have agreed to participate in early campaign.

"These companies, called pacesetters, will lead the community in giving to the United Way before the campaign starts," Hunter said. "We hope they will raise about half a million dollars by Sept. 15."

The 1980 pacesetters are Brown and Root Harbor Island; Caller-Times Publishing Co.; Central Power and Light; Corpus Christi Bank and Trust; Corpus Christi National Bank; E.I. Pont de Nemours and Co.; Exxon Co., U.S.A. Goldston Co.; H.E. Butt Grocery Co.; Sears Roebuck and Co.; and Whataburger, Inc.

The United Way has also decided to revamp its Loaned Executive Program to better utilize the borrowed executives to conduct employee campaigns in area companies and plants.

"These people are loaned to the United Way by companies to help us in our campaign," Mrs. Prichard said. "They will work for the United Way for a six-week period and will spend at least half of each day in the United Way office. Their job will be to explain the United Way and its participating agencies to employee groups."

Record gift to United Way from McDonnell

A team gift of \$1,457,500 from employees and management of the McDonnell Douglas Corp. has been made to the United Way of Greater St. Louis, according to Sanford N. McDonnell, president and chief executive officer of the aircraft firm.



The contribution is a record increase of 11.14 percent over McDonnell's 1979 team gift, and is the largest ever made by the corporation and its personnel, a United Way spokesman said Thursday.

MCDONNELL SAID the corpora-

tion's 27,053 employees who live in communities served by the United Way here contributed \$1,112,500 through a

Team contribution of \$1,457,500 given to agency.

personnel charity plan, a 10 percent increase over 1979. The firm, he said, contributed \$345,000, an increase of 15 percent.

Clarence C. Barksdale, United Way campaign chairman, said he was elated at the gift.

"In this year of economic uncertainty, it is gratifying to have our leading corporate citizen respond with overwhelming generosity to the needs of our bistate area," Barksdale said. "This team gift will surely set the pace for the remainder of the campaign."

McDonnell said the firm's employees recognize "that the United Way's member agencies lead our community's daily battle against human suffering, family breakup, juvenile delinquency, drug abuse and alcoholism, and the problems of old age."

"**WE HOPE THIS** record gift will convince others to make an extra effort to help exceed the goal and provide the extra funds these agencies so urgently need," he said.

The campaign, which officially begins Friday, solicits gifts from people employed in the city of St. Louis and the counties of St. Louis, St. Charles and Jefferson in Missouri and St. Clair County in Illinois.

A goal of \$22,850,000 has been set, or \$1.1 million more than the 1979 campaign target. The United Way's 115 agencies serve more than 810,000 people in Missouri and Illinois.

News; Frederick, Md.; August 18, 1980

United Way sets \$420,000 goal

This is the 1980s and a new image of the United Way is emerging... a group of people who believe in helping people and making a better life for them.

It is United Way's hope that people no longer perceive the public service agency as "dollar-handlers" but of "people helping people, helping your neighbor, or the person at the other end of the county, people you know and people you don't know."

That's the image Dr. Robert E. Broadrup projected for United Way last year during his term as president of the Frederick County agency and its most successful campaign ever.

It is with that idea that United Way enters the 1980 campaign with its most energetic goal yet — \$420,000, a 15 percent increase over 1979's \$365,000.

However, it was the willingness of the volunteers to work, the leadership of Dr. Broadrup and Campaign Chairman Kitty Reed and the graciousness of Frederick Countians that United Way received over \$376,000 to budget its 20 public service-health agencies.

United Way added four more agencies to its fold this year, though, and it is here and in increases in operating costs that the 15 percent increase in the goal is needed.

Heading the campaign this year are Jack Mason of Frederick Gas Co. and Jim Reilly of State Farm Insurance, and they give indications this should be the biggest and best campaign yet.

Mason, the general chairman, said the

emphasis on the last three successful campaigns has proved the people of Frederick County are willing to give their "fair share" to support the agen-

cies, now numbering 24.

The campaign committee is busy recruiting volunteers for the nine divisions in the drive.

United Way President Kitty Reed also is confident that, once again, Frederick Countians "will come forth and make this campaign a success."

She reminds everyone working outside of the county to be sure and designate Frederick County on their pledge cards when given out at the place of their employment.

"Your designation will be honored and returned to us so that you and thousands like you can use the services provided by these 24 worthwhile agencies," Mrs. Reed said.

The agencies funded by your tax deductible contributions are:

American Red Cross, Arthritis Foundation, Big Brothers/Big Sisters, Boy Scouts, Community Living Inc., Community Services Association, Brunswick; Counseling Services, Epilepsy Chapter, Federated Charities, Frederick Community Center, Frederick County Battered Spouses, Frederick County Group Homes, Frederick County Association for Retarded Citizens, Frederick Telecom Association, Gale House, Girl Scouts, Goodwill Industries, Information & Referral, Jericho II, Learning Tree, Brunswick; Mental Health Association, Salvation Army, Seton Center and the YMCA.

Each UNITED WAY dollar covers a lot of territory....



But VOLUNTEERS

help make ends meet.

The United Way still best way for charity

EDITORIAL

Today, on Page 1-D, we take pride in presenting an overview of The United Way. It precedes the beginning of that exceptionally charitable and wonderful means of helping our fellow Horryites through a variety of worthwhile organizations and necessary services.

We support the effort, for we believe The United Way is the best way for Horryites to give to charity and assure that they are getting person-to-person services for their contributions. We support, in fact, an expansion of The United Way to some other organizations which qualify for membership in a coordinated, comprehensive fund-raising drive. We have so stated previously.



The United Way, in our judgment, does two things very well indeed:

(1) It assures that no frivolous organizations belong, so that we can all be sure that we are getting our money's worth for services that are indeed charitable. It likewise assures that those organizations which are members account for their services and expenditures, thus giving us all a better sense of understanding and appreciation. The processes embodied in The

United Way, such as budget hearings and membership hearings, are open and above board.

Wise and healthy

(2) The United Way campaign gives contributors a break by not having to deal so often with this and that campaign. We think it a wise and healthy way of doing business.

But now comes something calling itself "The Other Way," an obvious take off on the success of The United Way. So far, this new organization has put in jeopardy the possibility of continued fair share giving through payroll deductions by state government workers. The Other Way says it doesn't want to hurt The United Way, but it has proved itself willing to hurt The United Way by the federal court suit against the State Budget and Control Board.

The new organization describes itself as "a charitable vehicle," but its current membership and its own further explanation of its being appear to put "charitable" in a far different light than that which we easily recognize through The United Way. This new organization says it "seeks to efficiently raise financial and technical support for community groups working at the very source of social problems." And what are those groups? Well, among

others, there are the American Civil Liberties Union, which represents in court some of the most liberal causes, including draft resistance; the Pie in the Sky Cooperative School; the Southeastern Public Education Program of the American Friends Service Committee; the Grass Roots Organizing Workshop; the S.C. Committee Against Hunger; the S.C. Committee Against the Death Penalty.

Some contrast

Compare that list with The United Way's, Red Cross, Boy Scouts, Girl Scouts and rescue squads. The comparison quickly turns into contrast, like night and day. Whereas the well-established United Way is indeed involved with raising funds for charity and service organizations, the Other Way seems more involved with raising money for lobbying and protesting. At least, that's our reading of many of the organizations involved. Indeed, this organization includes something called "Brown Lung Association of S.C.," when the more well-known group is called Carolinas' Brown Lung Association.

No question remains in our minds that The United Way is not just the best way to contribute to several charities at once, but the only way.

Newsman Speaks At UF Luncheon

Reynolds Says 'Apathy' U.S. Enemy

By ELLEN K. LEVAN
N-FP Staff Writer

America's most sinister enemy is apathy, ABC newsman Frank Reynolds told an attentive audience here Thursday in an address which underscored the theme of this year's local United Fund campaign — meeting the needs of the people and the community.

"The mark of a civilized society is recognizing each citizen's responsibility to every

other citizen," the anchorman of ABC World News Tonight explained to an overflow crowd at the Read House.

Over 650 local business executives turned out to hear the well-known broadcaster during the pre-campaign meeting, a luncheon that was the result of a joint venture by the Rotary and Kiwanis clubs, along with the United Fund of Greater Chattanooga.

Warming up his audience with a variety of political an-

ecdotes, Mr. Reynolds quickly won the avid attention of his listeners. And then he proceeded to praise the work of the local United Fund organization.

"I think I can say that I believe the start of this United Fund is an excellent way to show that you truly care about one another — that you all have a stake in making this community what you want it to be," Mr. Reynolds said.

And although he noted figures from a brochure that 148,711 persons in this area had been helped through the organization, the ABC anchorman begged to differ with that fact.

"I think your figures are wrong," since those who contributed to the fund have also benefited.

"Now I know it's fashionable to say these days all over

Continued

the country that people are turned off. Turned off on government. Turned off on politics. Turned off on participation in the life of their community and their country," he said.

"But I can't believe that. I'm certain that people are perhaps dissatisfied. Maybe they're uncertain. They may be unhappy. But I doubt very much that they are not concerned."

Encouraging his listeners, Mr. Reynolds said support of the United Fund is not a ques-

tion of charity, but a question of citizenship and how that citizenship should be prized.

"I know that you're going to meet your goal . . . that you've always met it in the past. I know it's not just a question of money.

"You will achieve your objective."

Throughout his presentation, Mr. Reynolds speckled his comments with stories of his experiences with various political figures.

Delighted to meet with a

group of people who could come together under the banner of "something called 'united,'" ABC's head newsman joked that after covering last week's Democratic convention that word had taken on new meaning.

And he added that anyone who believed the Democratic party was unified could look under their pillow "and see what the tooth fairy left."

On the subject of President Carter's brother Billy and his antics, Mr. Reynolds said

"Lyndon Johnson had one. But he kept his in the White House and away from us."

Mr. Reynolds appearance here was made possible by ABC and its local affiliate station WTVC-TV Channel 9.

His transportation from Washington, D.C., to Chattanooga and back was provided by Johnston Coca-Cola and Wendy's.

On vacation for a few days, Mr. Reynolds planned to return to Washington this morning.

Times; Los Angeles, California; August 29, 1980



PARADE—Representatives of some of the 250 United Way service agencies march in Lafayette Park to kick off 1980 campaign. Goal for drive, which begins Sept. 15, is record \$56.1 million in Los Angeles County and parts of Kern and San Bernardino counties.

Times photo by Con Keyes

Southern Standard; McMinnville, Tenn.; July 25, 1980

UW Directors Slash Budget

TERMINING current economic conditions the worst of recent years and projecting "a poor chance" of raising even the amount of money contributed three years ago, the United Way Board of Directors late yesterday slashed agency requests by nearly \$30,000 and set a 1981 drive goal \$2,538 below the amount participating charities received in 1978.

The 1981 allotment for 15 allied agencies is \$66,996, \$29,410.75 below the amount requested. The total allotment in 1978 was \$69,534.

Hardest hit were the Girl Scouts, Boy Scouts, Red Cross and National Youth Camps. The Girl Scouts were cut 29.83 percent below their 1980 allotment, the Boy Scouts 20.91 percent, the Red Cross 24.22 percent, and the NYC 5 percent.

THE GIRL Scouts had asked a 1981 allocation of \$13,530 and were given \$7,023. They received \$10,023 in both 1979 and 1980, and had a 1978 allotment of \$9,367.

Boy Scouts asked \$26,847 and were allocated \$12,000. Their 1978 allocation was \$16,000, and they had received \$17,120 a year for the past two years.

Red Cross was allocated \$6,643 after having

requested \$12,800. The Red Cross allocation was \$13,653 in 1978, and the agency had received \$11,143 in both 1979 and 1980.

HAVING received \$5,000 for 1980, National Youth Camps asked for a 1981 allocation of \$6,500. The agency was allocated \$4,750.

Requests of other United Way agencies and the amounts of their 1981 allocations, the request being the first figure and the allocation being enclosed in parenthesis, were:

Warren County Association for Retarded Citizens, \$5,800, (\$5,680); Travelers Aid, \$250, (\$150); Senior Citizens, \$2,300, (\$2,300); Warren County Child Development, \$7,986.75, (\$7,500); USO, \$359, (\$200); Cheer Mental Health Association, \$8,900, (\$8,900); RSVP, \$2,182, (\$1,500); and Meals on Wheels, \$6,450, (\$5,000).

MIDDLE Tennessee Arthritis Foundation, which had been given \$800 for 1980, was cut to \$250, and the Warren County Emergency Fund was cut from \$1,800 to \$1,000.

In setting the allocations, the United Way Board unanimously adopted the

Continued

recommendations of the Allocations Committee. Chairman C.N. Womack told the board the members of his committee, after reviewing economic conditions, "painted the bleakest picture I have ever encountered."

"They feel conditions are worse now than when the 1978 allotment was made," he said, "and feels that the allocations should be cut at least \$2,500 below those of 1978."

CARRIER Air Conditioning Co., the largest single supporter of United Way, is trimming its work force by approximately

one-fourth, it was noted.

Womack also quoted another member of the committee as stating there has been a major increase in overdrafts at local banks. Until recently the overdrafts and/or bad checks incurred in a day's transaction of business normally could be listed on a single page. Now four or five pages are required for their listing.

A retiree now serving as a member of the United Way Board and doing volunteer work with Human Services, expressed the belief economic conditions are

worse now than in 1978, and possibly worse than during the recession of 1974-75.

UW PRESIDENT Jim Smith echoed the sentiments expressed by the Allocations Committee and the other board members, telling those present it is the purpose of the United Way to help the people of the community, "not take them to the cleaners."

Officials said the agencies whose requests were the most severely slashed are the ones concerning which the most complaints have been heard during United Campaigns. A large per-

centage have said they felt the agencies were overfunded, and listed this as the reason for not giving or giving less than they otherwise would have contributed.

All four agencies were invited to appear before the board, but only representatives of the Boy Scouts and National Youth Camps were present. Representatives of the Boy Scouts asked only whether there would be a reallocation of funds should the drive be over-subscribed.

Vindicator; Youngstown, Ohio; August 7, 1980

United Way Needs Support.

With inflation continuing at or near double-digit rates, United Way contributors will recognize that their support of the annual UW fund campaign is needed more than ever.

This year's \$2.3 million goal is only 6 percent more than actual receipts from the community last year.

Requests from United Way organizations were held to a bare minimum by the individual agencies, but were pared still further by the UW executive committee.

Although the minimum needs of the UW agencies have gone up at the same rate as inflation, requests were held to 6 percent.

Even this goal will be more difficult

for the campaign to reach. While it is only \$130,000 more than last year's actual collection, the recession and the loss of \$140,000 because of the closing of the U.S. Steel mills will be difficult to overcome.

This is despite the fact that Youngstown's United Way goal is a modest one: Akron's goal is \$6.9 million. Yet in Akron, as well as other cities in the last five years, the United Way goals have consistently lagged behind the rate of inflation.

During that same period the trend in United Way policy and budgets has been changing. Approximately half of the last 17 applications to join the cor-

poration have come from health organizations. This is a direction UW is taking nationwide, and it has caused concern for UW policy makers dealing with new affiliations.

UW brings together a number of worthy organizations which the executive office shepherds by keeping a watch on standards and programs.

In return, the service agencies agree to do their fund raising through the United Way campaign: separate fund drives are against policy.

For the benefit of the entire community, it is best to have the community's social service programs funded through a single UW campaign.

Journal; Atlanta, Georgia; August 24, 1980

AT&T Fair Reflects United Way's Fresh Campaign Strategy

By MARIAN SMITH
Journal Staff Writer

From first glimpse of the clowns, balloons, and rock band it appeared to be just another noon-hour festival in a downtown park. But underneath the carnival atmosphere a United Way fund-raising strategy was operating.

"It's an upbeat thing to create enthusiasm for the employee campaign," said Ginger Gardiner, co-chairperson of American Telephone and Telegraph's United Way drive.

AT&T employees organized the fair and provided the

entertainment from their own ranks. The strategy is to make them "feel they are making a personal contribution beside their donation," Ms. Gardiner said.

Since the employee fair was started three years ago, the percentage increase of AT&T employee contributions has steadily risen. Last year the company surpassed its goal by about 2.4 percent, raising \$234,255 through employee payroll deduction instead of the slated \$228,707.

Other Atlanta area firms have had equally successful drives, but many of the more than 4,000 contributing companies fail to achieve their campaign targets, set low dollar amounts, or conduct apathetic campaigns, said Ken Bennett, United Way campaign director.

Even the United Way itself recently approved a record percentage increase of 12.9 for the 1980 drive after assessing that past average increases of 8 percent could not provide insufficient funding for its 54 social agencies.

The kickoff date to raise this year's \$19.2 million goal is Sept. 4.

Continued

Arthur Johnston, 1980 campaign manager, who said he is determined to narrow the gap between needs and actual donations, announced part of this year's strategy will be to "raise the community awareness level of United Way agencies."

Bennett and Johnston believe one reason Atlanta ranks 19th among 26 comparable cities in its contributions is the lack of knowledge about the diversity of the agencies and the people they serve. United Way agencies are often perceived only as helping hands for city residents, minorities, and the poor, Bennett said.

"Girl Scouts, Boy Scouts, YMCA — people don't realize they are being funded by United Way," Bennett said. According to a United Way study, of some 600,000 people who benefited from agency services for in 1979, 55 percent were white and 37 percent were of middle or upper income. More than half of those provided services lived outside the city in the seven-county area of Fulton, Dekalb, Cobb, Clayton, Gwinnett, Rockdale, and Douglas.

The organization is also trying to strengthen its leadership within corporations. Each year the United Way sponsors workshops for the firm's campaign chairmen to arm them with facts about United Way so they can confidently explain to a contributor how his money will be spent. Through films the chairmen also are taught the techniques of solicitation.

"In a company where leadership leads," Bennett said, "we get very good results." However, only 10 percent of the chairmen attend the workshops, he added.

Some companies assemble groups of employees to make the annual appeal, but many of the volunteers find the employee-to-employee approach more effective.

"The personal contact is better," said Ms. Gardiner. "A person can ask questions, but he may be shy in a group."

United Way also reaches potential givers through its media blitz of television spots and magazine ads during its two-month drive.

Labor Tribune; St. Louis, Missouri; July 24, 1980

Labor early supporter of United Way drive

The 1980 United Way Executive Committee has set a campaign goal of \$22.85 million, which is a \$1.1 million increase over the 1979 goal.

Speaking at the July AFL-CIO Business Representatives luncheon, Campaign Chairman Clarence Barksdale, chief executive officer of First National Bank in St. Louis, predicted a dramatic increase in demand this year.

"United Way agencies served more than 800,000 people in 1979," said Barksdale. "And the savage effects of inflation, layoffs and unemployment will produce a dramatic increase in demand this

year. With fewer people working this means that those who are employed must make an extra commitment."

Also speaking at the luncheon was William Colbeck, of the United Labor Community Service Department, who called for union members to sign up now for the United Way deductions.

"In the past six months thousands upon thousands of working people have lost their jobs — Chrysler just closed their Fenton truck plant and Hager Hinge is now out of the city," said Colbeck. "But these layoffs don't decrease the need for services, in

fact, with layoffs comes an increasing demand for services from all the health and welfare agencies. Last year's givers are this year's users."

Meanwhile, the president of the St. Louis Labor Council, Robert J. Kelley, co-chairman of the 1980 advance campaigns, has announced that a team of 21 area labor organizations and businesses have already set a goal for approximately \$1.1 million in pledges to be collected.

The unions participating in this advance team are Pipefitters Local 562 and Teamsters Local 688.

Journal; Atlanta, Georgia; August, 1980

United Way Sets \$19.2 Million Drive Goal

By MARIAN SMITH
Journal Staff Writer

The United Way of Metropolitan Atlanta today set a goal of \$19.2 million for its 1980 fund-raising campaign, an increase of \$2.2 million over last year's goal, or a record 12.9 percent hike.

The board of directors unanimously approved the goal, which represents the first step in a five-year plan to increase donations by an annual average of 15 percent.

Sept. 4 is the kickoff date for the two-month drive.

Over the last 10 years the organization has been successful in meeting its average fund-raising goal of increasing donations by 8 percent, but the 54 social agencies it funds have had to cut services, said Arthur Johnston, 1980 campaign manager.

"We were perpetuating a string of campaign victories," he said, "but we failed to meet the needs of the agencies." This year the agencies were hard

hit by the recession, increasing labor costs and a cut in CETA funding, United Way officials said.

Johnston said the 1980 goal still "falls short of what the agencies need, but it is a significant first step."

In July, Johnston rejected the campaign cabinet's first proposal for a 7.1 percent increase, saying he wanted to challenge the Atlanta area workers to donate enough money to support their social services. Johnston said about 65 percent of the United Way funds are raised through employee payroll deductions.

Compared to a guideline of an hour's pay per month, Atlanta workers contribute about 32 percent of their potential contributions.

According to the United Way reports, Atlanta ranks 19th among 26 comparable cities in per capita contributions to the local organization.

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This year's unprecedented goal percentage increase is just above the nation's average of 12.5 percent. But it falls below that of major cities such as Houston, which hiked its goal 29.8 percent, or Los Angeles, which is aiming for a 101 percent increase, Johnston said.

Some board members pointed out that many of the services provided by United Way agencies would become the financial burden of the government if the organization fails to raise the necessary funds. Said board Vice president William (Sonny) Walker, "At a time when people are clamoring for a reduction in government spending, we can't have it both ways."

One of the reasons United Way has set low fund-raising goals in the past, said Johnston, is that organization leaders feared a failure to achieve the goal would hurt the morale of the 20,000 volunteers.

However, Donald Morgan, a United Way officer from San Diego who recently became executive director of the Atlanta organization, said he supports Johnston's break from the traditional low goal.

"I'm from a community that made it half the time and half the time didn't," Morgan said. "It did not affect morale adversely because when we went for big goals, we wound up with a bigger percentage increase."

Daily News: Dayton, Ohio: July 15, 1980

\$5,000 given to United Way

Retired florist answers call to double donation

By JIM NICHOLS

Daily News Staff Writer

At 96, Rolf Zetlitz doesn't go downtown often, but Monday he had an invitation from James W. McSwiney, chairman of the Mead Corp., that he couldn't turn down.

McSwiney invited Zetlitz to lunch in his office on the 27th floor of the Mead Tower for a meeting.

Zetlitz came to McSwiney's attention a few weeks back after the Mead chairman had said during a television appeal about the 1980 United Way campaign that he was going to double his own pledge and urged others to do the same.

Zetlitz saw the television appeal and called McSwiney's office and said he would double his pledge. It turned out his pledge in 1979 had been for \$2,500. Soon a check arrived for \$5,000.

McSWINEY REALIZED that Zetlitz is a man of his word. He also learned that Zetlitz is 96, in good health for his age

and that until he retired two decades ago, he was a prominent florist, with operations in a number of Ohio communities including Dayton.

At the peak of his career, he owned seven florist-greenhouse operations, with Dayton as his base of operations. His retail outlet here was Floral Products on Riverview Ave. He had other outlets in Columbus, Lima and Ada.

This was a man McSwiney had to meet.

Pushing his walker in front of him Monday, Zetlitz was all smiles as he entered McSwiney's office. "I like this already. I'll have to come back," Zetlitz said.

Why did he double his pledge?

"For one thing, I had made up my mind if anyone asked me, I would," he said. "Then I heard Mr. McSwiney on television and I did it. I think it is a very good thing. In fact if they asked I might double it again."



Mark Duncan/Daily News

McSwiney (L) greets Zetlitz

Industry Week: June 9, 1980

Is your company taken for granted?

It's good business to remind community leaders how a corporation—large or not so large—impacts their city. Periodically, Republic Steel Corp., Cleveland, publishes a brochure that outlines what its presence means to the city and its suburbs. Republic, for instance, employs nearly 9,500 people in the area, paid \$10 million in real and personal property taxes in 1979, and purchased almost \$500 million worth of supplies from local companies. And corporate and employee contributions to United Way agencies last year totaled \$1,237,130. The brochure also sketches the steelmaker's history in Cleveland and notes the availability of its speakers' bureau and public tours of its plants.

Bill To Aid Volunteers Languishes In Congress

By United Press International

U.S. churches and synagogues are the models of the American principle of volunteerism.

In churches and synagogues at the local level there are countless programs aimed at aiding the needy — from Meals on Wheels programs providing hot lunches for shut-ins to driving cancer patients to doctors.

But the principle of volunteerism, while praised by politicians of all stripes, is under intense pressure. In some instances, it seems easier to set up a government program to handle the need; sometimes federal regulations work to inhibit rather than enhance volunteerism; and inflation takes its toll.

REP. BARBARA Mikulski, D-Md., a consistent Capitol Hill champion of volunteers who understand the pressures the nation's charitable and religious groups are under, has introduced legislation which would address one small part of the problem.

That problem is the rising economic toll on volunteers who use their automobiles in their charitable efforts — such as drivers for a meals on wheels program.

Under the terms of Mikulski's proposed legislation, volunteers would be allowed to deduct their mileage expenses at the same rate the Internal Revenue Service allows for business purposes.

CURRENTLY, THE business-related deduction is 20 cents a mile as compared to only nine cents a mile for volunteers.

The bill, introduced a year ago, has languished as Congress and the administration has fought the idea of any new tax cuts or deductions.

But the proposed legislation has won the endorsement of such groups as the National Council of Jewish Women, National Catholic Charities, the American Red Cross and the Volunteer Firefighters of America.

In a recent House Ways and Means Committee hearing on possible tax cut measures, Mikulski spelled out what she called the "desperate" need for the bill:

"IN MY OWN COMMUNITY of Baltimore, Meals on Wheels of Central Maryland serves 2,050 meals every day by driving 150,000 miles a week," she said. "Life Support Project volunteers visit elderly nursing home patients who would otherwise have no visitors. Last year they made over 6,500 visits to people in nursing homes. I know of two patients in cancer clinics who were driven to treatment 40 times last year — a total of 2,894 miles."

The same kind of examples cited by Mikulski, of people doing volunteer work without salary, without payment and often without any recognition, can be duplicated across the country.

"But now these programs are in trouble," she told the Ways and Means Committee. "The rising cost of gasoline is a serious threat to the kind of neighbor-helping-neighbor society we as Americans are so proud of."

"EVERY DAY, WE learn of more programs which have to cut back, to retrench, to deny services to needy clients — because they don't have enough volunteer drivers," she said.

"I can honestly say," Mikulski said, "that I am not here asking for special treatment for a privileged few, or a new loophole for some would-be tax evaders."

"I am here on behalf of the 'good guys' of our society — men and women — who are out there every day helping their neighbors and ours," she said.

AND IF THE PRINCIPLE of volunteerism is to survive, as legislators and government officials ardently urge, they must begin to face the economic realities facing the volunteer sector.

Wall Street Journal: September 17, 1980

Senate Panel Forgoes Special Interests To Speed Movement of Tax-Cut Measure

By ROBERT W. MERRY
Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON—In an effort to force a tax-cut bill through Congress this year, the Senate Finance Committee unanimously voted to forgo its customary election-year binge of legislating special-interest tax breaks.

The unusual move, which reflected a rare brand of political self-restraint in an election year, removed a major impediment to Senate floor consideration of the committee's \$39.8 billion tax-cut bill, hammered out in four days of whirlwind committee activity last month. The move also set the stage for

a major confrontation with House Democrats, who steadfastly oppose passage of a tax-cut bill before the November elections.

Senate insiders had said that a major roadblock to floor consideration of the Finance Committee's tax bill was a fear by Senate Majority Leader Robert Byrd (D., W. Va.) that the bill would become overlaid with dozens of special-interest amendments.

These amendments typically materialize

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in an election year, especially in the Senate Finance Committee, where Chairman Russell Long (D., La.) fosters them to win friends for his bills and to increase his bargaining position with House members when the bill goes to a Senate-House conference committee.

By voting to forswear such amendments, the Finance Committee eased the way for getting its tax-cut bill to the Senate floor under procedures that could limit freewheeling efforts to amend it. "Everybody who opposed the tax-cut bill hoped we'd load it up (with amendments)," said one Republican Senate staff assistant. "Well, we didn't."

Treasury Secretary G. William Miller called the Finance Committee's action "very disturbing." Momentum toward a tax cut "will send signals to the markets that are damaging," Mr. Miller said. "It can unleash inflationary expectations and drive interest rates up."

The Carter administration strongly opposes a tax cut this year, seeking instead cuts next year designed primarily to spur investment.

The Finance Committee's bill would reduce individual tax rates by one to three percentage points in each bracket, give businesses faster tax write-offs for investments in plants and equipment, and provide a series of other tax reductions designed primarily to encourage savings and investment.

The committee yesterday increased its bill's 1981-calendar price tag \$900 million, to \$9.8 billion, by adding a provision to allow taxpayers who don't itemize their tax returns to take deductions for charitable contributions. The provision, which eventually will cost the Treasury an estimated \$3.6 billion a year, would be phased in over four years.

Chairman Long acceded to that change because of an earlier promise to two committee members that he would fight for the provision if it were offered on the Senate floor as an amendment to the tax bill. By accepting the change at this stage, he eliminated the prospect of that floor amendment, which some committee members feared would encourage other Senators to offer their own pet amendments.

But even if Senate leaders manage to keep the bill moving through the Senate under tightly controlled circumstances, it faces a stormy reception in the House. Democrats on the tax-writing House Ways and Means Committee yesterday endorsed a position of opposition to any tax-cut bill this year, although some participants said the vote was taken amid some confusion.

Ways and Means Chairman Al Ullman (D., Ore.) has made clear he believes voters are more concerned about keeping the federal budget as close to black ink as possible than about tax cuts. Other House Democrats say they relish the idea of running against the Republicans' across-the-board individual tax-cut proposals, which they label inflationary.

Also, with Congress's Oct. 4 target for leaving town for the fall campaign, time is running out for tax-cut legislation. Although some suggest Congress could take the matter up in a post-election lame-duck session, others predict Congress will be even less amenable to cutting taxes then than now.

But, if the Senate actually approves a tax-cut bill, the pressures for similar action in the House could prove irresistible. "At the very least," says one Democratic House staff aide, "We'd probably have to have a (tax-writing) mark-up session in Ways and Means."

Treasury Secretary Miller, attacking the

Senate committee bill in an interview, said a successful economic recovery from this year's recession depends on adherence to a policy that "emphasizes investment over consumption" and that recognizes businesses will invest only if inflation is brought under control.

"The chances are quite good that we're going to see a major period of capital expansion that could carry us for the whole decade" if inflation is held in check, Mr. Miller said.

Although the Finance Committee agreed to forgo amendments to the tax-cut bill, it did agree to take up this week a series of separate measures deemed necessary, either because they deal with laws that are scheduled to expire or because they address perceived problems in the tax laws.

Among the measures in that category that received tentative committee approval yesterday were bills that would:

- Reverse the unanticipated consequences of a 1977 amendment under which some Social Security benefits could become invalidated retroactively.

- Change the allocation formulas for two Social Security trust funds—the Disability Fund and the Old-Age and Survivors Fund—to allow money transfers to the troubled Old-Age and Survivors Fund from the Disability Fund.

- Make it easier for 12 states to repay funds borrowed from federal unemployment loan accounts during the last recession, when several states' unemployment programs had inadequate reserves to meet benefit costs. The measure already has cleared the House, but the Senate version also would tighten procedures for determining eligibility for unemployment-insurance benefits.

Mercury; San Jose, California; July 29, 1980

Change tax laws to give giver a break

IF you file a "short form" income tax return, the state and federal governments assume you have contributed to charity; your gift is figured into the standard deduction.

If, in fact, you gave more than this pre-calculated sum, you may be a hero to your favorite charity, but you're a chump to Uncle Sam and Cousin Jerry. You can't write what you *really* gave off your income tax.

State Sen. Ken Maddy, R-Fresno, and a cross-section of charitable organizations statewide want to change that. Maddy has sponsored, and they have endorsed, Senate Bill 1373, which would allow California taxpayers to tack their charitable contributions onto the state's short-form standard deduction. In effect, this gives the short-form user the same tax break

now enjoyed by the person who itemizes all allowable deductions on the long-form tax return.

This is a step toward equity in giving, as well as equity in taxation, and should be enacted into law. Maddy's bill has passed the Senate and been approved by the Assembly Revenue and Taxation Committee. It will be heard by the tax-writing Ways and Means Committee shortly after the Legislature reconvenes Aug. 3, and we urge favorable consideration by the committee, which includes a hefty Santa Clara County contingent — Chairman John Vasconcellos, D-San Jose; Leona Egeland, D-San Jose, and Richard Hayden, R-Sunnyvale.

Similar legislation is pending in Con-

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gress and should be made part of the federal tax code as well.

Apart from equity, SB 1373 is important because it cleans up an unforeseen, and doubtless unintended, bit of fallout from Proposition 13.

When the Jarvis-Gann initiative cut California property taxes in half, it also halved Californians' incentive to file long-form income tax returns; property taxes are most taxpayers' second-largest itemized deduction. As the number of short-form users went up, California charities found their contributions going down. For better or for worse, there is a direct correlation between giving and being able to

write the gift off as a tax deduction.

In California, private fund raising is lagging behind inflation; SB 1373 would help such agencies as the United Way cope with inflation and the effects of Proposition 13. Charities statewide estimate the bill would cost the treasury between \$10 million and \$15 million while generating between \$24 million and \$36 million in new contributions, plus volunteer services worth another \$72 million to \$108 million.

We believe SB 1373 serves the interests of all Californians and should become law without delay.

Tribune; Oakland, California; August 20, 1980

Tax reform would provide millions for charity groups

By Cornell C. Maier

Volunteer agencies offering assistance to people in our communities who have no other sources to turn to have been a long-standing tradition in American society. Displaced homemakers, fire victims, the elderly, and the handicapped are just a few of the groups being helped by such organizations.

In these days of increasing concern about government spending, volunteer agencies have become essential community resources.

Budget cuts in local government programs resulting from tax-cutting initiatives have meant reduced services to the public in many areas, and volunteer groups are expected to help take up the slack. These agencies will be unable to provide the services unless they have excellent support from the communities in which they operate.

With the increasing demand being placed on volunteer organizations, the public should be encouraged to increase its contributions. But for various reasons, community efforts to raise funds for charitable causes are being stifled.

I believe many people would give for the first time, and greater numbers would increase their contributions, if everyone could claim a tax deduction at the end of the year.

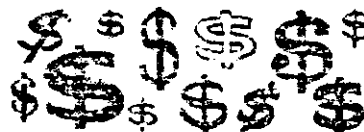
Taxpayers who itemize their

deductions already enjoy this option. Similarly, individuals who use the standard deduction should be provided the same incentive.

A solution to this inequity currently is before the California Assembly. A vote will be taken today on SB1373, a bill by State Sen. Ken Maddy, of Fresno, that would permit state income tax deductions for all taxpayers making donations to charitable organizations, regardless whether they use a "short form" or "long form."

It is a piece of legislation that deserves our support.

With inflation stripping the value of the dollar each year, fewer and fewer people are giving to charitable organizations. For many, the most expendable budget item is the annual contribution to a voluntary agency.



Also, as the standard tax deduction has increased each year, more and more taxpayers are claiming it rather than itemizing. Of the nearly nine million California taxpayers who filed state income tax returns in 1979, the latest year for which figures are available, 59 percent chose to use the standard deduction rather than itemize.

Fewer incentives to itemize have translated into fewer dollars for charities. A July 1979 Field Research Corporation public opinion poll showed that individuals who itemized gave twice as much to charitable causes as those who didn't.

By supporting SB1373, we make it possible for people to make a difference in the level of support charitable organizations receive from their communities. Passage of SB1373 will enable agencies to increase their operating budgets and provide more, and better services, to their communities. A similar piece of legislation presently is pending action in the U.S. Congress.

SB1373 has already received a vote of approval in the California Senate. A similar bill introduced in the California legislature early last year by Assemblyman Floyd Mori failed to get enough "yes" votes. We should not pass up this second opportunity to make a difference for the charitable organizations in our state.

Arguments against such a bill focus primarily on the loss its passage would cause in state revenues. The United Way estimates the loss at \$10 million to \$15 million; legislative analysts say it would be \$32 million to \$40 million. However, the 1979 Field poll concluded that charitable giving would increase by \$24 million to

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\$36 million if tax laws are restructured. Thus, the return to the state in services provided would more than offset any loss in state revenue.

The Maddy bill would provide an incentive for a number of people who are now reluctant to make contributions, save the state money in the long run, and

help increase the number of available resources for solving problems in California communities.

It is in the best American tradition that voluntary aid to our communities has flourished. Out of that tradition have come such institutions as libraries, museums, civic organizations, col-

leges, historical societies, adoption agencies, hospitals, religious organizations, the United Way, and the Salvation Army.

Let's say "yes" to SB1373 and keep this tradition alive.

Cornell C. Maier is chairman of the board, president, and chief executive officer of Kaiser Aluminum & Chemical Corporation.

Daily Times; Slidell, La; August 20, 1980

A tax cut for the proper reason

Unhappily, tax cut proposals are seldom based on their true merits. But one tax cut proposal that everyone can support is languishing in Congress. It would allow taxpayers to deduct their charitable contributions whether or not they take the standard deduction. Currently, taxpayers must choose between itemizing their deductions for contributions to churches, schools, hospitals, United Way and other worthy organizations, or taking the standard deduction. The latter option reduces motivation that taxpayers would otherwise have to contribute to charities because they cannot deduct charitable contributions from their income tax.

Two bills pending in Congress would resolve this dilemma. Senate bill S. 219, Moynihan and Packwood, and House bill H.R. 1785, Conable and Fisher, would allow taxpayers to deduct charitable contributions even though they take the standard deduction. The bills are strongly supported by a broadbase of hundreds of voluntary non-profit organizations, corporation and foundations engaged in charitable and volunteer activities.

The standard deduction greatly simplifies tax return preparation, and more and more taxpayers have taken advantage of it as its use has risen sharply over the past nine years. The unhappy result has been a decline in charitable contributions estimated at \$5 billion over the nine year period.

While enactment of S 219 and H.R. 1785 would cost the Treasury over an estimated \$2 billion annually in lost tax revenues, it seems the benefits would far outweigh the tax loss. The tax break would accrue to the taxpayer most in need of one, the middle-income family hurt most by today's inequitable tax laws.

It would also benefit thousands of nonprofit organizations providing vital services that government doesn't--organizations like day-care centers, family counseling centers, American Heart Association, American Cancer Society, American Red Cross, Boy and Girl Scouts, and countless others that rely on contribution by public-spirited individuals who want to give, but feel they can't afford to. These groups would benefit by an estimated 5.7 billion dollars annually.

America needs these organizations. Congress should do all in its power to strengthen, not weaken, them. Passage of the Charitable Contributions bills would do just that, and action is urged by Congress.

Times; Chattanooga, Tenn.; August 18, 1980

To Ensure Generosity

One of the remarkable attributes of Americans is their generosity. There are innumerable organizations and causes that survive year after year primarily on the dollars contributed by citizens who believe in them and in the work they do. But a powerful incentive to giving — the itemized deduction of contributions on individual income tax returns — is unavailable to an increasing number of Americans. Fortunately, there is legislation to correct that.

Citizens filing their annual income tax returns must choose between itemizing their deductions for contributions, taxes, interest payments and the like, or taking the so-called "standard deduction." The latter is more convenient for most taxpayers in certain income brackets, but it has reduced charitable giving since taxpayers aren't able to deduct their contributions in addition to the standard deduction. Organizations representing many nonprofit agencies estimate that the decline in charitable contributions over the past nine years has exceeded \$5 billion. That's a serious drop for those who oversee the vital work done by groups eligible for tax-deductible contributions.

Bills sponsored in the Senate by Daniel P. Moynihan, D-N.Y., and Robert Packwood, R-Ore., and in the House by Barber Conable Jr., R-N.Y., and Joseph Fisher, D-Va., would allow taxpayers to itemize to legitimate charitable contributions even if they claimed the standard deduction on their income tax returns. The loss to the Treasury is estimated at about \$3 billion annually. But the benefit to nonprofit groups throughout the country would be enormous. In the absence of those groups, the federal government — or state and local ones — would have to step to provide a variety of vital services.

Charitable organizations cannot do the work upon which so many needy individuals depend if they continue to lose millions of dollars annually in voluntary contributions. The bills (S. 219 and H.R. 1785) now under consideration by Congress would help.

PAC Pressure? 'Coercion' Claimed At Firms' Political-Action Units

By STEPHEN J. SANSWEET

Staff Reporter of THE WALL STREET JOURNAL.

Federal, state and local candidates in this election year are receiving millions of dollars in campaign contributions from an increasingly lucrative source: corporate political-action committees.

Some middle and senior managers at the 900 or more companies with the so-called PACs, meantime, are increasingly feeling pressured to cough up part of their paychecks to support "our way of life," as one solicitation letter puts it.

"I know it isn't mandatory to give," says an employe of a Litton Industries unit. "But the word around the water cooler is that if you don't give or if you give less than the amount expected based on your salary, you're liable to be called in for a pep talk from the divisional president."

Pressure tactics are denied by Litton and other PAC operators. "We always make it clear that a person's career isn't affected one way or the other," says Leon K. Thorsness, Litton's director of civic affairs. "We're 100% serious about avoiding pressure."

Growth of the Animal

Whatever the tactics, business-related PACs have burgeoned in the past few years. They have been around for decades, nearly as long as the labor-union political-action committees. But it wasn't until a series of election-law changes in the 1970s that business PACs became a growing force in campaign financing.

In 1977-78, the latest period for which statistics are available, company executives and managers coughed up \$17.7 million for the corporate PAC contributions to candidates for office.

That still trailed the \$19.8 million that labor PACs brought in. Membership and health groups solicited an additional \$25.2 million, and miscellaneous PACs raised \$17.8 million. Of the total of \$80.5 million raised by nearly 2,000 PACs, \$35 million went to candidates for national office. (The rest presumably went to state and local candidates or was undistributed in the 1977-78 period, but the PACs aren't required to disclose that information to federal election authorities.)

Of the \$35 million contributed to national candidates, 56% went to Democrats and 44% to Republicans. Contributions through labor-union PACs went to Democrats by nearly a nine-to-one margin. Corporate PACs supported Republican candidates by about two to one. The limit is \$5,000 per election for any candidate.

Like the corporate PACs, labor committees have been accused of pressuring union members to contribute. Under a court ruling, for example, the National Education Association last year abandoned a system under which automatic deductions from teachers' paychecks were used for political contributions.

Federal Prohibitions

Federal election law forbids PACs to make any contributions obtained through "physical force, job discrimination, financial reprisals" or through threats of such action. Contributions of hourly paid workers to PACs must be kept confidential, but that rule doesn't apply to "executive and administrative personnel." Most corporate PACs, in fact, solicit only managerial and professional employes.

But with their growing influence have come the recent charges of coercion for contributions. "A lot of corporations go out of their way to avoid the appearance of pressuring executives to contribute, and it's terribly hard to document, but I'm sure that it happens," says Xandra Kayden, a political scientist who was a researcher for a study published last year by Harvard University's Institute of Politics. PAC managers, she adds, were surprised how easy it was to get contributions.

PAC contributions undoubtedly are still a low-priority, take-it-or-leave-it proposition for the vast majority of companies that have PACs. The low level of individual and total PAC contributions at even some of the largest U.S. corporations attests to that. "I don't believe that PACs are effective, and I'm not a giver or joiner anyway," says an executive who recently left Union Oil Co. of California. "I just tossed the first appeal in the wastebasket, and I never heard another thing."

Is Career Affected?

Officials at some other companies with active public-affairs programs say they don't feel under any great duress. "We were propagandized heavily, and it really ticked me off," says a middle manager for Security Pacific Corp., a bank-holding company. "But I ignored the whole thing, and it certainly hasn't affected my career."

But others say that managers often contribute just to be sure that their careers don't suffer, and in some cases that course of action seems especially appropriate. Those familiar with corporate PACs frequently cite Dart Industries Inc. as a company where, they say, pressure to contribute has been applied. Justin Dart, the company's chairman and a longtime Republican Party power, has been called the Johnny Appleseed of the corporate PAC movement, because he travels around the country urging other executives to start or strengthen corporate PACs.

"He pushes PACs so aggressively," says one executive who has attended some of the sessions with Mr. Dart, that some of his tactics of keeping after people to contribute have been "questionable."

In the four years that "Dartpac" has been soliciting contributions from about 800 executives, Dart Industries has sent out dozens of letters, pamphlets, reports and excerpts of speeches by Mr. Dart. Meetings

are held between Dartpac officials and those being asked to give. Dart, like about half the companies with PACs, offers a suggested guideline for giving ranging from \$25 at an annual salary of \$15,000 to 1% of salary above \$100,000. Mr. Dart lets executives know he gives the limit of \$5,000 a year.

Mr. Dart has said that if his fellow executives don't give after receiving all the Dartpac mailings, "they get a sell" directly from him.

"I don't do that anymore," he now says. "We've laid so much groundwork that I don't have to. They all know where I stand." Dartpac officials say they have stopped circulating lists of employe names and suggested contributions to division presidents and also have ended the practice of having immediate supervisors solicit contributions from subordinates.

"Peer and other pressures are possible but aren't probable," Mr. Dart says. "I'd be a liar if I said that back scratching doesn't exist. I'm pretty well respected around this joint, and it isn't unnatural for others to pick up on my deep-seated beliefs. There isn't a damn thing wrong with that." Mr. Dart says the fact that only about 20% of those solicited have contributed indicates a lack of pressure. "We could get that up to 50% if we wanted to push," he adds.

Last fall, the politically active International Association of Machinists filed a 45-page complaint with the Federal Election Commission charging, among other things, that corporate PACs use coercive methods to raise funds. The accusations are leveled at corporate PACs in general and at some of the largest in particular (those of Dart Industries, Eaton Corp., General Electric, General Motors, Grumman, International Paper, Union Camp, Union Oil of California, United Technologies and Winn-Dixie).

IAM Pursues Case

The election commission dismissed the complaint, but the IAM challenged the dismissal in a federal court in Washington, D.C. The IAM charges that management employes are often solicited by their supervisors and that the employes are vulnerable because their "advancement is entirely dependent upon maintaining the good will of the employer." In the court papers, the corporations respond that the union's own PAC "demonstrates to an even greater extent the same characteristics" that the IAM suit criticizes in corporate PACs.

Corporate PAC supporters, moreover, say employes have never complained about any coercion to contribute. "Coercion doesn't exist except in the minds of union officials who would like to see corporate PACs dispensed with entirely," says Nathan J. Muller, editor of Political Action Report, a PAC newsletter. To lessen the possibility of pressure, a small number of PACs have taken special measures, such as having banks that don't do business with the company act as PAC trustees.

About 20% of the PACs also permit employes to designate the recipients of their contributions. In most cases, however, disbursements of PAC funds are at the discretion of the trustees, who usually are executives of the companies involved. In practice,

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incumbent officeholders seeking reelection in areas where the companies have facilities often get the largest contributions.

"Most companies are quite concerned that their PACs survive the fishbowl test, especially in light of the illegal corporate contributions that surfaced with Watergate," says Edwin M. Epstein, professor of business administration at the University of California at Berkeley and an authority on PACs. "The IAM complaint reinstated the fear of God in them. They know they're being closely watched." Prof. Epstein says he is convinced that most corporate PACs are "whistle-clean" but that there is pressuring at others. "Upper-level business and labor officials still face subtle peer pressures and psychological arm-twisting," he says, although statutory safeguards tend to protect lower-level workers.

GE's Operation

A former manager at a General Electric facility on the East Coast tells of pressure he felt. "I knew that people in my department who decided they wouldn't give were subject to 'consultations,'" he says. "I didn't give as much as they suggested, but I did contribute so there wouldn't be any hassles."

A GE spokesman replies that he can state unequivocally that "there isn't any pressure, direct or subtle, by peers or supervisors." Solicitation is never done by anyone at a level higher than the person being asked to give, and only PAC officers know who gives or how much is given, the spokesman adds.

A rather blatant push assertedly came from a former vice president of American Family Corp., a Columbus, Ga., insurance-company whose PAC is one of the

largest in terms of funds raised and distributed. One manager says he was told by the vice president, "If you aren't giving, you need to be. And tell your subordinates to give, too; it doesn't matter how much. 'Cause they're making a list and checking it twice. . . ."

The manager adds, "It wasn't Christmas, but I know the next line of that song and I didn't want to be considered 'naughty.' So the next day, I had a meeting with my people and told them to give. I quoted the guy word for word."

Lapel-Pin Pressure

Other subtle pressures to join American Family's PAC have also existed, the manager says. At annual conventions of top agents and managers, the company used to display red, white and blue certificates with the names of PAC members. Lapel pins were presented to members who contributed a certain amount, the manager adds.

"Those who wore the pins were obviously the hale fellows, well met, and part of the team," the manager says. "The new guys wanted to know how to get theirs. I've contributed to the PAC because I've felt it's important to my job, to stay in the good graces of management. I know others who feel the same way."

A random check of five other past and present American Family Corp. managers finds four who say they have never been subjected to any pressure. "No one says 'you have to give,'" says the fifth manager. "But when the chief executive is politically involved and they keep hyping the PAC as much as they do, you're made to feel that if you want to be part of the team, then you contribute."

In reply, Lee Parker, vice president for investor relations of American Family, says, "It's possible that some official in the field got a little overzealous and made a pitch stronger than the head office wanted. But I've never seen one instance of coercion. Sure, there tends to be a kind of cheer-leading for the PAC at conventions, but that's because the company believes in it strongly."

Monsanto Case

In a series of articles in the St. Louis Post-Dispatch a few years ago, several executives of Monsanto Co. were quoted as saying they were pressured to join the company's PAC. One executive was told the contribution should be considered a "cost of employment," the story said. Monsanto responded that the stories exaggerated any problems, although it conceded that "a few supervisors may have been overly zealous." And now, "any pressure that used to exist has disappeared," a Monsanto manager says. An executive at another company says, "Hell, the United Way fund drives are more coercive" than the PAC.

But Fred Wertheimer, senior vice president of Common Cause, the public-affairs lobby, argues that simply by analyzing their own situations, employees can wind up feeling an obligation to contribute to PACs regardless of what company officials say. "There's implicit pressure in the system to begin with," he says. "When you have people working their way up the ladder and their boss asks for contributions to the PAC, many will conclude that this is an expected activity."

Highlights; Family Service Association of America; September/October 1980

Changes Made in Combined Federal Campaign Procedures

Changes in the Combined Federal Campaign could have an impact on family service and other agencies participating in the federal employee fund drive through United Ways, especially in communities with a substantial federal presence.

New regulations announced earlier this year by the Office of Personnel Management, the agency overseeing the Combined Federal Campaign (CFC), include the following changes: (1) Non-United Way agencies, approved by a local CFC coordinating committee, are eligible for designated contributions.

(2) National service agencies providing direct health and welfare services in CFC communities are eligible to participate as a new campaign group. (3) Undesignated contributions are to be divided on

the basis of the average percentage distribution of funds over the past five years. (Local coordinating committees may set aside a share of undesignated funds for the new national service agencies group). (4) Extra safeguards against coercion were added, including prohibition against supervisors soliciting subordinates. (5) A "no competition" provision was eliminated, so that more than one agency in a given field of service, such as health, will be eligible for participation.

In addition, 11 cities have been chosen by the Office of Personnel Management as sites for pilot tests of two substantially different methods of distributing campaign funds. In eight of these test cities, a system of 100 percent donor designation will be tried, wherein all contributors

will be encouraged to earmark their gifts either to specific agencies or to a CFC group. The cities testing this approach are Phoenix, Arizona; San Francisco, California; San Juan, Puerto Rico; Seattle, Washington; Topeka, Kansas; Gainesville and Thomasville, Georgia; and Texarkana, Arkansas/Texas.

The other test method, to be conducted in Cleveland, Ohio; Lancaster, Pennsylvania; and Waukegan, Illinois; will involve 100 percent local option, with CFC coordinating committees deciding locally how to divide undesignated funds among CFC groups.

It is impossible to predict what the results of these tests might be, said Hamp Coley, United Way of America Senior Vice-President. He observed, however, that "both methods will continue to keep federal employees apart from United Ways and their volunteer allocation

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efforts, and they overlook the ability of United Way volunteers to make sensitive and informed decisions regarding specific services rendered in the interests of the local community, including local federal workers and their families."

In 1979, more than \$81 million was raised through CFC. United Ways, which represent 87 percent of CFC participating agencies, received 71 percent of \$57 million from the campaign.

While the \$57 million is only 4 percent of the total \$1.4 billion raised by United Ways, at least 45 United Ways depend on the CFC for 10 percent or more of their funds. Approximately 40 percent of the total income of the United Way of

the National Capital Area has come from CFC.

Coley also observed that in CFC hearings before Congress last fall United Ways and their participating agencies were perceived by many lawmakers as a single monolithic entity. In the heated climate of debate, he noted, it was impossible to gain understanding of the scope and nature of contemporary services rendered to people locally by agencies receiving United Way support.

Coley also said that local United Ways and United Way of America are expanding efforts to document the responsiveness of supported agencies to changing community needs and the leader-

ship of United Ways in developing agency management and technical assistance programs, community-wide information and referral services, and special venture grants programs for agencies.

He expressed the hope that United Way supported agencies would join in the effort to increase public awareness of the importance of their work and their participation in the United Way process. New and better ways must be found, he said, to deliver these messages effectively to government leaders, state and local officials, corporate officers, employees of the public and private sectors and the general public.

Wall Street Journal; September 2, 1980

Economic Benefits of Arts Spur Many States to Increase Funding

By SAM ALLIS

Staff Reporter of THE WALL STREET JOURNAL

FOR ART LOVERS IN TEXAS, the good news is that the state has increased its financial support of the arts by 234% in the fiscal year 1980. But the sad news for those folks is that Texas still ranks dead last in the country in per-capita contributions to the arts by state government.

Despite the nation's sour economy, the arts appear to be faring better in many states, partly because of increasing support from government. On average, state appropriations to the arts for 1980 increased about 40%, compared with the previous fiscal year, according to the National Assembly of State Art Agencies.

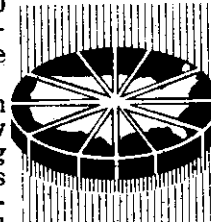
California's appropriation increased more than four-fold. Oklahoma's nearly doubled. Even New Hampshire, a state not known for generous spending habits, raised its contribution more than 58%. States will spend a total of \$96 million this year for museums, galleries, theaters, operas, symphonies and other institutions and groups. Many experts predict that aggregate amount will soon surpass the budget of the National Endowment for the Arts (\$160 million this year).

Traditionally, the arts haven't been the darling of the Texas legislature. When told of the state's ranking, a state senator reportedly replied: "We worked hard for that position. Now let's maintain it." Another Texas legislator wondered why the 50,000 fans who attend Houston Oilers football games shouldn't be subsidized, too.

MUCH OF THE CREDIT IN TEXAS and elsewhere goes to arts supporters who decided to leave the cocktail circuit to try playing political hardball. "Instead of arriving at the State House with busloads of people, we did our homework," says T. H. Dippel, a Texas banker who helped shepherd the arts-appropriation bill through the legislature.

Mr. Dippel and other arts lobbyists convinced legislators that the arts can be good for business. They showed, for example, that the King Tutankhamen exhibit in New York last year brought in about \$1 million a day to the city economy. Similarly, the Pompeii exhibit in Dallas yielded about \$8 million in extra income during its six-week stay. And last year, the arts of Texas added an estimated \$14.8 million in tax revenues.

Other states are recognizing and tapping the potential economic ben-



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efits of the arts. Massachusetts Gov. Edward King, who campaigned for election on a platform of big cuts in government spending, raised the allocation for the Massachusetts Council on the Arts to \$4 million from \$2.75 million. And the state has become the first to create an arts lottery.

The lottery, which will start operating this fall, is modeled after a program in Australia that brings in about \$15 million a year and that helped pay for the opera house in Sydney. Supporters hope the Massachusetts lottery, issuing tickets for \$5 each, will generate as much as \$10 million annually.

IN CALIFORNIA, THE SPECTER of Proposition 13 frightened many in the arts community. "There was talk in the legislature of doing away with the California Arts Council," says Lani Duker, who heads a citizen advocacy group. "It was really a good bucket of cold water in our faces." Adds a spokesman for the arts council: "The symphonies and operas realized they were in the same boat as the neighborhood arts groups. For the first time, everyone banded together."

In Texas, says Charles Mark, editor of a national arts newsletter, "the attitude is, 'Let them that want it support it.'" Accordingly, though the state ranks last in donations of tax dollars, it shines in private giving.

The Texas business community gave \$7.6 million to arts last year, supporting such institutions as the Houston Grand Opera, the Kimball Art Museum in Fort Worth and about 400 other museums and community theaters. Says Mr. Dippel, the banker: "There are a lot of people who own cattle here who also own Picassos and Rembrandts."

State Arts Agencies' Legislative Appropriations*

State	Per Capita Rank	Appropriations in Dollars		Percentage Increase
		1980	1979	
THE TOP 10 (PER CAPITA)				
Alaska	1	1,016,700	834,700	21.8
New York	2	33,285,400	32,181,000	3.4
Hawaii	3	1,052,681	719,768	46.2
West Virginia	4	1,562,746	1,320,300	18.4
Utah	5	1,088,448	945,800	15.1
Michigan	6	6,040,400	5,024,100	20.2
Minnesota	7	2,464,600	2,443,200	.9
Missouri	8	2,538,311	2,530,768	.3
Massachusetts	9	2,750,000	2,700,000	1.8
Ohio	10	4,708,783	2,531,200	86.0
A SAMPLING OF OTHERS				
New Jersey	14	2,586,440	1,494,253	73.1
California	15	7,259,132	1,390,778	421.9
Pennsylvania	27	2,594,000	2,585,000	.3
Illinois	30	2,246,300	2,202,300	2.0
Florida	31	1,630,038	1,626,763	.2
Mississippi	43	306,885	255,660	20.0
Texas	50	1,215,198	363,766	234.1

*Fiscal Years 1979-1980

New York Times; July 29, 1980

Philanthropies Aren't Spare Tires

A recent appeal by the Koch administration to private foundations and corporations, asking them to step in where the city's budget cuts threatened various cultural organizations, points up a disconcerting trend. When a drastic reduction in public subsidies was about to shut down a New York neighborhood recreation program for poor children, emergency aid from a foundation saved it. In some parts of the country, private funds have been used lately to preserve summer programs in public schools.

Private philanthropy in America has always had a role in supporting scholarship, the arts, conservation and other forms of community service. That kind of help is never more vital than in times of social and economic stress. But we become uneasy when public offi-

cials ask the private sector to substitute for programs traditionally supported with public funds. Private philanthropy is at its best precisely when it does what taxpayers and governments do not normally do.

Many private grants could undoubtedly be handled with more spunk and imagination. But if foundations let themselves become a kind of spare tire for the public carrier, society will pay a price. The need to use private philanthropy to keep ordinary ventures running would inevitably mean that extraordinary ones would stall, if they ever got under way in the first place. Second opinions on social needs, and alternative sponsors of worthy projects, are extremely valuable. So is philanthropy's capacity to act without government orchestration.

Minorities' Self-Help

By Robert Woodson

WASHINGTON — The people we have come to know as civil rights leaders are out of touch with the black community.

They seem unable to develop useful approaches to the problems of the poor in the black community and so contribute to the disillusionment and increasing polarization that is taking place in those communities. They neither represent the views of their people nor offer a model for self-reliance.

This was a major theme of a meeting attended by representatives of 26 grassroots organizations from 16 cities and the black police officers who patrol those communities who recently met in Philadelphia to discuss the causes of racial violence and share views on ways to prevent it.

These community leaders are the first people called upon to try to stop violence in their communities. They have developed programs to better their communities. Most have had to raise their own resources to help youth, the segment of their population they feel is most in need of help.

But when longer-range policies are made and, more important, when grants are handed out, it is the professional social-welfare groups and the civil rights leaders who are on the receiving end.

This layer of professionals has become a sponge that absorbs society's money and good will without passing it on to the people society has undertaken to help.

The more that minorities riot, the greater the demand of the social-welfare/poverty complex for increased funding to do more research, more studies. Their incentives are to maintain the problem, not to solve it.

Anyone who questions the actions of this social-welfare/poverty complex is in danger of being called an enemy of the poor. But the fact of both huge expenditures and unchanged conditions results in the dichotomy of white America's perceptions and black America's reality.

The result is a belief, by those at the top level of Government and private industry, that the victim is at fault. The answer that they receive when they ask "what happened to the large expenditures?" is that the urban poor, the young and the downtrodden are beyond redemption.

No one is telling them that they are being misled, misguided by "friends" of the poor. And, unfortunately, some of these "service providers" look just like those being served — they, too, are black.

There is hard evidence that the "no-hope lobby" is wrong. There are great strengths in the black urban neighborhood that can be nurtured. Black churches, even in the poorest neighborhoods, have management skills. No black church has ever gone out of business because of financial ruin. They give scholarships, they build buildings, and they do not depend on Government subsidy.

Recently, 30,000 black Shriners met in New York City and spent and estimated \$12 million dollars on goods and services in a period of six days. Look also at the Elks, the Masons, black sororities and fraternities, none of which depend upon the Government or the good will of whites for their survival. Despite their obvious power and potential economic clout, they are seldom seen as black community leaders, nor

are they called upon to help formulate major policies that affect black people.

Our domestic-policy makers, captured by the social-welfare/poverty complex, have been going to the wrong places for answers. They have ignored those closest to the problem, those who have demonstrated success in addressing some of the most pressing difficulties in urban neighborhoods: the grassroots community leaders.

Most of these community representatives have no desire to be long-term wards of the Government. They are seeking the means to become self-reliant. They do not accept the limited options offered by the conservative right that would exploit the desire for self-reliance by reducing the financial support for the truly needy of our society, or the liberal left that would have the poor and minority community restrict its goals and aspirations to the items listed on Federal grant applications.

The grassroots community leaders and their minority law-enforcement counterparts are taking the lead in developing a means to make the minority community more self-directing.

Minority leadership must be redefined. It can no longer be narrowly seen in terms of civil rights, particularly those groups that depend on the Federal Government for existence.

The local groups that met in Philadelphia have formed a national organization called the "Grassroots Network." They are sharing their own program successes and hope that by banding together and finding strength in numbers they will get a seat at the planning table. Their ideas and proved programs should not be ignored.

Robert Woodson, a former official of the National Urban League, is a resident fellow of the American Enterprise Institute for Public Policy Research.

Post; Washington, D.C.; September 19, 1980

William Raspberry

A New Job for the NAACP

The NAACP leadership, sensing a slowdown and even some slippage in black America's quest for equality, is about to launch a full-scale economic campaign that goes far beyond its traditional civil rights activism.

Margaret Bush Wilson, the association's national president, said in a recent interview that the NAACP is proud of its role in helping black America reach its present "plateau"—relative economic security for the black middle class—but said it has been frus-

trated in its efforts to produce the same sort of progress for low-income blacks.

Last February, she asked Washington economist Herrington Bryce to prepare a set of recommendations, "cast in a broad policy framework," of ways to deal with the problems that remain.

Bryce completed his assignment last week, and Wilson says the organization will shortly begin to devise specific programs to implement his recommendations.

It may be the toughest job the organi-

zation has faced in its 71-year history.

In many ways, the 1960s, with their marches and jailings, their cattle prods and head-splittings, were the easy days. The objectives were clear and limited: a civil rights law, a court decision or adoption of a particular program.

"Now," says Bryce, "we have come to the conclusion—which is a significant departure for the NAACP, indeed a sig-

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nificant departure for a lot of people—that black economic problems can no longer be resolved by specific laws and programs but rather we have to begin to deal with a series of policies and programs that go across the board.

"The problem, for instance, is no longer confined to job training, but we have to be able to deal with the way crime and the criminal-justice system impact on the unemployment problem; with the way the military impacts on unemployment; with poverty and unemployment; with business, with education, with residential mobility and their impact on unemployment."

Until now, the NAACP has had separate departments dealing with each of these issues. Henceforth, says Wilson, she hopes to bring "the full set of energies of the organization to bear on the problem of unemployment—not exclusively, but certainly as our major thrust."

Significantly, the new document makes relatively little mention of racism and discrimination as a factor in the black economic stagnation. "We don't deny discrimination; that would

be very foolish because, of course, it exists," said Bryce. "What we are saying is that we ourselves have to assume a degree of responsibility."

The responsibility the NAACP proposes to undertake includes programs to improve career counseling for young blacks, efforts to help black servicemen learn military skills that are applicable to civilian life and encouraging blacks to acquire technical and secretarial skills so as to be prepared for technological change.

"We're talking about *everything*—from specific skills to correct speech to better attitudes," said Wilson. "If I had my druthers, I'd require every black youngster in the country to take some science and some math as well as typing and shorthand. Part of our problem is that our children seem at this point to be discouraged from doing the things they think are hard. Well, the life they're getting ready to move into is hard, too."

While a major part of the NAACP's new thrust will be on getting young people to prepare for jobs in those sec-

tors of the economy that are likely to experience the greatest growth in the coming years, there is also a new awareness of the effect on blacks of government policies that ostensibly have nothing to do with race.

"I recall a meeting with our policy commission earlier this year, and it took a full 15 minutes of discussion before some of the members understood that back in January we got shafted with the administration's fiscal and monetary policy decision, the decision to fight inflation with unemployment," Wilson said.

"We hadn't discussed this kind of thing. We weren't even aware. Now we understand that we have to be looking at fiscal and monetary policy issues ahead of time, at *every damn thing*."

"What frightens me now is that it is the kind of thing that will require a great deal of oversight, which, as of now, we really don't have the capacity to do."

"But it's clear to me that we're simply going to have to learn to do it. Not all of our problems can be blamed on white folks."

Oakland Press; Pontiac, Michigan; July 9, 1980

Innovative projects get help

By MARYLYNN G. HEWITT
Of The Oakland Press

PONTIAC — A variety of home improvement resources will soon be available to some Pontiac homeowners.

High school athletes will be able to undergo preseason screening for strength, power, endurance and flexibility.

Cardiac rehabilitation will be available to those recovering from coronary bypass surgery or with coronary heart disease.

In-home services such as meals and cleaning will be available to area seniors.

Funding for the four diverse projects is coming from the United Way of Pontiac-North Oakland.

For the past three years, the local organization has set aside campaign money for an innovative funding project.

Only about 5 percent of the United Way organizations across the country have adopted the concept of innovative funding.

Each year, all local non-profit social service agencies can apply for funding for an imaginative approach to a specific problem that will not duplicate an existing program.

The program encourages "agencies ... to keep pace with changing needs through experimental programming."

— Donna Cunningham

Board President Donna Cunningham says the purpose of the program is "to encourage agencies to expand from traditional services to allow them the opportunity to keep pace with changing needs through experimental programming."

This year, \$50,220 was awarded to the top four of the 13 programs applying after a special volunteer committee studied the applications.

Recipients are the Kenny-Michigan Rehabilitation Foundation, Oakland University (OU) and St. Joseph Mercy Hospital, Pontiac Citizens Coalition and the Oakland Livingston Human Service Agency.

The Kenny Foundation, the only organization affiliated with the United Way to receive funds, was

awarded \$15,000.

The foundation expects to provide between 450 and 500 young athletes with preseason screening. Special emphasis of the screening is at the joints most commonly injured by men's football and girl's basketball.

The joint project of cardiac rehabilitation offered by OU and St. Joseph Mercy Hospital will receive \$11,917. Persons at least three months post-infarct, those who have had coronary vessel bypass surgery and those with documented coronary heart disease will be eligible to participate.

The Pontiac Citizens Coalition will receive \$14,322 for a cooperative home repair program. It will be available to residents living between Auburn Avenue, Paddock, East Boulevard and M-59.

The Oakland Livingston Human Service Agency has been allocated \$3,921 for its in-home demonstration project. Persons older than 60 years with physical and emotional difficulty caring for themselves or household duties will be eligible for the program.

Taking Up Arms Against 'the New Right'

NEW YORK (NYT) — Planned Parenthood of New York City is planning to discard its "gentle" image, take off its white gloves, and begin a new offensive against what was described as "a threat to freedom from a dangerous new alliance."

"The so-called new right has emerged as a highly visible and vocal force in this country," said Alfred F. Moran, opening a recent conference recently on what was identified as a coalition between the Right-to-Life movement, the "radical" new right, and electronic evangelists — fundamentalist preachers who use radio and television as their principal forum. Moran is the executive vice president of Planned Parenthood in New York.

The new right differs from the old, according to Wesley McCune, president and founder of Group Research, in that it has developed sophisticated techniques such as computer technology and concentrates on single issues that tend to arouse strong emotions, such as homosexuality,

the proposed equal rights amendment and abortion.

McCune, whose organization has been monitoring ultraconservative movements in the United States since 1962, traced the inter-relationship among the three groups under discussion, and noted that the emergence of the electronic evangelists had added a new dimension.

Moran suggested that women's issues, such as equal rights and abortion, were "lightning rods," for the concerns felt by many people about changes in lifestyles, divorce, and more working women taking jobs from men.

A number of speakers, including Jeannie Rosoff, head of the research and public policy arm of Planned Parenthood Federation of America, and the Rev. Joseph O'Rourke, a leader of Catholics for a Free Choice, stated that a majority of the country, Catholics, Protestants, Jews, Democrats and Republicans, were in favor of abortion, under certain circumstances,

Union; Sacramento, Calif.; August 31, 1980

Big Brothers and Big Sisters open hearts to needs of youth

By CATHERINE FEHR
Staff Writer

A lawyer, a future mortician, a corporate president and a leasing agent.

In the professional world, the paths of these people seldom cross.

But when the Big Brothers/Big Sisters organization enters the picture, these four individuals become members of the same fraternity.

Christine Diemer, assistant legal director for the California District Attorney's Association is a Big Sister. So is Shirley White, an apprentice embalmer with Morgan Jones Funeral Home.

John Carlson and Tom Byrd are Big Brothers. In their professional lives, Carlson serves as president for Communications Design Inc., and Byrd runs a leasing agency in Stockton.

As part of the Big Brothers/Big Sisters family, Diemer, White, Carlson and Byrd are just four out of 350 adults who are providing friendship to Sacramento youths who come from single parent families.

The idea for the Big Brother program was conceived in 1903 by a Cincinnati businessman, who wanted to assist boys from father-absent homes. Since then the idea has grown into an organization which serves girls and boys from single parent homes in more than 300 communities across America.

IN SACRAMENTO, Big Brothers/Big Sisters receives 32 percent of its funding from the United Way. Twenty-six percent of the funds come from Sacramento County. And the balance of the 1980 annual budget of \$135,000 is gathered from volunteer contributions and special fund-raisers staged by the organization's board of directors, according to Elena Fippin, active executive director for Big Brothers/Big Sisters of Sacramento.

Proceeds raised at "The Event, A Fort Night," scheduled for Sept. 12 at Sutter's Fort will benefit Big Brothers/Big Sisters. Tickets are \$75 a couple.

The number of school age boys from single parent homes increased 86 percent between 1960 and 1980. Now more than 7 million school age boys come from single parent homes, and that number is expected to increase at a rate of 5 percent each year during the 1980s, according to statistics compiled by the Big Brothers/Big Sisters national office.

Further, statistics indicate that boys involved in the Big Brothers program live more productive, healthier lives — often skirting brushes with the law and difficulties with academic studies.

These findings are echoed in the experiences of the Big Brothers/Big Sisters interviewed.

But, the experiences of these four individuals also indicate that being a surrogate sibling means much more than serving as a positive role model.

It's a chance to re-experience the joys of childhood. It's a chance to develop a new friendship. But most of all it's a give and take relationship in which the rewards are rich for both parties.

TAKE CHRISTINE DIEMER, for instance. Twenty eight years old and single, Diemer says, "I did it basically because I felt I had something I could give."

She was matched with her 14-year-old sister, Carol, at the first of the year. Since then Diemer says the two have grown to be close friends.

They spend much more than the suggested four hours a week with each other. They meet downtown for lunch on a regular basis, and often go roller skating, biking or sightseeing together.

"Originally I thought it would be a lot more counseling," says Diemer. But that's a far cry from true. Of her little sister, Diemer says, "she's a genuine friend."

Diemer also believes her relationship with Carol helps her put things in her own life into perspective. She says through her friendship she has learned that each stage of life comes with its own little set of problems, and seeing the world through her little sister's eyes sometimes broadens her view of life.

"I enjoy her insight. It's refreshing," says Diemer.

Continued

In the nine months of the big and little sisterhood, Diemer says she can see how she has had some affect on her little sister Carol.

"I think I'm a stabilizer as she is for me," says Diemer. "Probably, I'm reaffirming the value of education," Diemer continues, adding that Carol is becoming more interested pursuing a career.

TOM BYRD, WHO has been a Big Brother to John for four years believes the Big Brother program helps keep kids on the right track.

"The Big Brother is kind of the all-star," Byrd says.

"I've tried to help John (his little brother) with sports," Byrd continues. Byrd sees athletic development as an opportunity for John to be exposed to more social situations with children his own age.

John, who lives at home with two older sisters and his mother, never knew his father. And, Byrd believes their companionship helps John develop skills and interests he may not have the chance to do otherwise.

John recently turned 14, and "he calls almost every night," Byrd says. And because of this type of closeness devel-

oped between Big and Little brothers, Byrd stresses that anyone thinking about becoming a Big Brother should consider it as a long-time commitment.

SHIRLEY WHITE AND HER 10-year-old little sister, Pam, also see each other on a regular basis.

"I have her here everyday," says the 25-year-old White, who lives near the funeral home where she is employed.

"We've grown to love each other. Most everybody thinks she really is my little sister!" White continues.

But White says she is more than Pam's pal.

"The biggest key I seem to play is maybe that middle person," White says.

White believes parents — especially parents in single parent homes — often have difficulty keeping communication lines open.

She then goes on to explain that her openness with Pam may help Pam see the importance of opening communication lines with her mother on the home front.

And while the two spend many hours together, White says before she and Pam ever make any plans, they consider the fact that "Mom comes first."

"FOR ME IT'S A CHANCE to just get out and be a kid again," says John Carlson, who has been a Big Brother for approximately eight months.

Carlson and his 10-year-old Little Brother Craig get together at least one night each week to go to dinner, a show or roller skating.

Craig even has been on a family backpacking trip, ski trip and rafting expedition.

Carlson's wife is in the market for a Little Sister, and when she is matched, Carlson hopes the four of them will be able to do things as a family.

"Craig is extremely polite. In the beginning, the conversation wasn't as easy," Carlson says. But, now he notes that Craig is giving more input as to what he likes and dislikes.

"It's important for a boy to be around an adult male," says Carlson. But, Carlson clearly states that he is not merely providing a father image. Instead, he views the Big Brother/Little Brother relationship as the beginning of a long-lasting friendship.

"It's really a brother relationship — not a father/son . . . Big Brother really says it all."

Examiner; San Francisco, Calif.; September 10, 1980

A hard look/ U.S.-funded service helps sickle cell anemia victims

By Annie Nakao

When he was 10, Walter Campbell used to come home from school with an ache in his elbows and knees. Much later, he would wake up in the middle of the night, gasping for air. One time, he waited three days for the pain to go away.

The symptoms stem from sickle cell anemia, a hereditary disease that has plagued Campbell for 27 years.

Sickle cell anemia affects primarily blacks, striking one of every 400 black babies born in the United States, according to the Department of Health and Human Services.

Patients have severe anemia, and their normally disc-shaped red blood cells are distorted into a sickle shape. The cells clog the smaller blood vessels, causing tissue damage, and there are severe attacks of pain and high fever.

Now 37, Campbell, a San Francisco resident, says an unusual federally funded program has helped him and some 250 other Bay Area residents survive the frightening, recurring attacks of the illness.

"They can call an ambulance for you, they took care of my rent and phone bills," said Campbell, who's totally disabled by the disease. "I don't totally know how I could have made it without them."

The nonprofit service is called Sickle Cell Anemia Research and Education, Inc. (SCARE), a 9-year-old San Francisco-based agency that provides a 24-hour crisis hotline, genetic counseling, emotional support, transportation and other social services to anemia victims in the area.

There are other, volunteer-staffed programs for victims of the illness, such as the Sickle Cell Anemia Disease Research Foundation of the Bay Area, which provides free educational materials and parent support to victims' families.

Noting that September has been declared National Sickle Cell Month, these groups emphasize the need for more public awareness of the nature of the disease and services available to its victims.

Melody Broome, SCARE program director, cited the case of a Richmond driver, who was sentenced last month to four years' probation because his anemia attack was blamed for a fatal auto accident. She contends SCARE could have prevented that tragedy.

According to authorities, Joe Louis White pleaded no contest to vehicular manslaughter in a car crash that killed Oakland teacher Caroline A. Fryer.

White, police said, was attempting to drive himself to Alta Bates Hospital

in Berkeley after he suffered a seizure caused by the disease.

"The crisis hotline's been operating since 1972 but it makes you feel pretty small when something like Mr. White's accident occurs," said Broome.

As a nationally recognized health problem, sickle cell anemia is regarded as a relatively new disease.

Since it was first diagnosed in 1910, the disease was thought to be an exclusively black phenomenon. Later research shows that in addition to Africans and persons of African descent, other peoples, mostly from Central and South America and Southeast Asia — part of the so-called Malaria Belt — also suffer from the disease.

The unique sickling trait is thought to have prevented its carriers from contracting malaria. About one in 10 blacks in the United States carry the gene.

Because it involves a relatively newly discovered disease, the campaign for funds to fight sickle cell anemia is often overshadowed by well-established fund-raising programs for muscular dystrophy and cancer, advocates say.

"The sickle cell movement is still

Continued

very young," said Broome, who said widespread publicity about the illness did not surface until the mid-1960s, during the Civil Rights movement.

Lulu Carter, president of Sickle Cell Anemia Disease Research Foundation, another educational agency, said, "It was part of black awareness. Publicity was going out all over the place about blackness."

Dr. William Mentzer, director of a \$4 million federal sickle cell research project in the Bay Area, says that while no cure has been found, researchers have made several major breakthroughs.

"The Sickle Cell patient has access to the best that is available," said Mentzer, who is chief of pediatric hematology at San Francisco General Hospital.

Research conducted under the project, made possible by the five-year University of California grant, has

been responsible for pain-easing treatment and pre-natal diagnosis.

The grant provides for patient care and research at San Francisco General, Oakland's Children's Hospital Medical Center, Alta Bates Hospital and the University of California Medical Center. It also calls for the funding of community-based programs like SCARE.

Mentzer called the project a unique link between the communities and hospital for university-based research.

"It's usually been true that such programs have tended to operate in their own sphere and community groups in their own areas," he said. "To try and all work together is somewhat of a new concept."

Also partly funded by United Way and private contributions, SCARE serves 250 sickle cell patients in the nine Bay Area counties. Its youngest

patient is 18 months old, its oldest in her 50s.

It provides only social services and refers patients to several local hospitals for medical treatment.

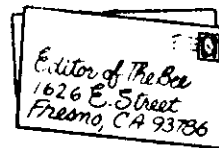
Another program with which Mentzer's project works is the Student National Medical Association, a group of black students in the health care professions.

Despite the new UC grant from the National Institutes of Health, advocates like Carter say not enough resources are being allocated to a disease that potentially affects one-tenth of the United States population.

"Sickle cell is the neglected disease," she said. Carter termed sickle cell anemia a "high prevalence" and "low priority" disease.

She said awareness of details of the illness is also low in the black communities.

Bee; Fresno, Calif.; August 6, 1980



Letters To The Editor

Writer assails conditions imposed by United Way

The action of the United Way in affixing strings and conditions to the use of the \$51,600 by the Boy Scouts is an arrogant assumption of privilege for which they have not established any prior consent by the donors of the money.

Further, this is a classic example of usurping the authority of the executive board of the Boy Scouts or any other agency which they have done this to. By law, the executive board of the agency is responsible for the operation of the agency, and annual reports of their stewardship and audits are sent to the attorney general's office as well as to their own national and regional headquarters for review.

The Boy Scout executive board and its numerous subcommittees meet frequently to present the scouting program to its constituents — to the extent its finances will permit. National policies, training, and directives are incorporated into the local

council's program consistent with financial ability, staff availability, volunteer training, and desires of local Scout units and their sponsors.

The Boy Scout Council is required to make scouting available to all boys (and girls over 14 years of age) without regard to race, color, creed, or geography. It cannot restrict its activities to one geographical area, or to any one category of youngsters.

This "condition" of the United Way is precisely a violation of this broad policy designed to prevent discrimination in any form.

The \$51,600 they planned to give to the Boy Scouts is less money than they were giving to the Boy Scouts 10 years ago — and in that time inflation alone would mandate doubling the amount made available to the Scouts. In this same period the United Way has doubled its receipt of donated income — and almost quadrupled the amount it retains for its

own operations — yet has refused to increase the Scouts and many other agencies over this period of time.

Naturally, this peculiar fiduciary attitude on the part of the United Way has been a major factor in causing many agencies to sustain serious financial problems as they are forced to divert more of their personnel and time to the raising of money and less to the programs they are trying to provide.

Finally, considering that the United Way does not want donors to indicate to the United Way where the money donated is to be expended, it is ironic that the United Way wants to arrogate to itself this decision — and insist that agency executive boards comply.

JACK M. PERZ.

Fresno.

The writer retired last year as executive of the Sequoia Council of The Boy Scouts.

Bee; Fresno, Calif.; August 12, 1980

United Way volunteer responds

The letter of Mr. Jack Perz Aug. 6 affronted me as a United Way donor, a supporter of the principles of Scouting, and chairman of the 1980 United Way Allocations Committee. Before I refute his incorrect and unsupported

statements, I want to state the essence of our "strings and conditions."

We in the allocations committee have recommended and the board of directors has affirmed that the \$51,-

600 to be allocated to the Sequoia Council of the Boy Scouts of America be used in Neighborhood Council Areas 1, 2, and 3, with one quarter to be used for a qualified Scout execu-

Continued

tive to supplement or replace the CETA-paid employee for the region and the remainder for troop formation, in-school programs, handicapped programs, uniform subsidies, etc. It is our belief that United Way donations to the Boy Scouts will be best used in those locations where residents are not as capable of helping themselves as they are in other neighborhoods.

Mr. Perz has contended that the establishment of a funding condition was done without the consent of United Way donors. Since nearly every member of the allocations committee (67) and board of directors (48) is a donor, this seems to be representative of all donors. Additionally, the allocations process, including conditions and recommendations, has been well explained.

Mr. Perz has also claimed that United Way donors are usurping the authority of the Boy Scout Council Board of Directors. Donor volunteers on the United Way allocations committee have unsuccessfully asked for an accounting of donated funds for several years. When agencies such as the Boy Scouts refuse to enumerate how they will spend our money in

their application for funding, we find it necessary to establish funding conditions.

We concur with the Boy Scout charge to deliver services without discrimination. According to the current Scout president, 30 percent of their membership is within Areas 1, 2, and 3. That should mean that the \$51,600 (less than 20 percent of the Boy Scout budget) is a reasonable amount to spend there.

Contrary to Mr. Perz's contention, the new allocation of \$51,600 is not less than the \$46,935 allocated in 1971; but the 5,101 Scouts in the Sequoia Council as of Dec. 31, 1979, are a lot less than the 9,075 registered during 1970.

He also contends that inflation "mandates doubling" the donated allocation to Scouting. Unfortunately, neither the total dollars donated through United Way nor the needs of people in Fresno County are proportional to inflation. While the programs of only 21 agencies were funded in 1971, we funded programs of 35 agencies in 1980. Using the concept of zero-based budgeting, an open-door policy for applications, and broad-

based committee decisions, we believe donated dollars are being spent where they have the greatest impact on the quality of life in Fresno County.

Mr. Perz has claimed that the United Way operating budget has "nearly quadrupled" during the past 10 years while donations have doubled. Yes, donations have nearly doubled and our operating budget has increased, but only 120 percent.

I want to emphasize that the decisions of the 67 volunteers on the allocations committee are based on their appraisal of agencies' abilities to provide their services in amounts proportional to the needs of our community. These decisions are developed after many hours of research and deliberation (a typical volunteer spends over 90 hours of volunteer time on allocations). Amounts allocated are not based on the length of time an agency has been associated with United Way, emotional appeal of the service provided, or influence within the community.

FRED BUCKINGHAM.

Fresno.

Commercial Appeal; Memphis, Tenn.; August 15, 1980

'Putting Money In Right Places'

THE FIRST REPORT of United Way's priority-setting committee should help the agency become more effective in meeting community needs.

Wil J. Hergenrader, committee chairman, summed up the purpose of the report by saying that "the priorities are needed to make sure we're putting our money in the right places and putting it to the best possible use."

In years past, United Way and similar organizations often seemed to contribute to agencies simply because those agencies were part of a charity establishment and had influential or persistent spokespersons, regardless of the actual impact of the services provided.

That system has been changing, and the program United Way has undertaken to analyze services instead of agencies indicates that the change will be complete and permanent.

An important element of the program is that priorities will be allowed to change depending on need. In a city the size of Memphis and with all the sources of funding and all the new demands for services that have developed, such flexibility is not only advisable but also essential to identify and provide what the community needs most.

One of the priorities, for instance, recommends increased aid to residential treatment for children and youth "where no other funding is available" and where the youngsters "just don't fit any government

guidelines." That's a much more sensible and responsible approach than to select a particular treatment facility for which other funds may already be available or whose services may not cover certain areas of proven need.

There may be disagreements about the six highest priorities the committee chose, which also included day care for children, spouse abuse, emergency shelter for children and youth, sitting service for the handicapped and special care for the developmentally disabled. But the process was careful and thorough.

More important, United Way has emphasized that the process will be a continuing one. For 1983, the committee will expand its priority recommendations to include services that it feels should receive no increases or even a reduction in funding.

UNITED WAY HAS a current budget of \$6.1 million, with contributions going to 45 social service agencies. It's a complex, highly technical operation far removed from the simple collection and disbursement agency of years ago. United Way now has a responsibility to help plan and coordinate social services, to encourage improvements and to promote changes. Memphis relies on United Way to use the millions of dollars raised every year effectively and efficiently and in ways that won't ignore citizens who have serious, unmet needs. The priorities report is a strong effort toward fulfilling that public trust.

Petition protests conditions within Girl Scout council

By KATHY SCHWAR
Telegraph Herald Staff Writer

A petition protesting conditions within the Little Cloud Girl Scout Council met with no comments today from council director Joan Geisler, whose administration is being attacked.

The petition, signed by more than 100 people associated with scouting, is addressed to the Girl Scouts of America Regional Office and United Way of Dubuque. A regional office spokeswoman at Dallas today said the letter hadn't arrived yet, and United Way forwarded its copy to Little Cloud Board President John Cody. He couldn't be reached for comment this morning.

The petition says "that the ideals of Girl Scouting will be better served by changing our affiliation to another council if that is possible, or to an organization such as Campfire Girls, than by continuing under the present executive director and board of Little Cloud Girl Scout Council.

"This is not an easy decision to make, and we do not make it lightly, but if the leadership of Little Cloud Girl Scout Council is not changed immediately, we will no longer be able to, in good conscience, continue our memberships as volunteers," the petition states.

The council was the center of controversy two years ago when allegations led to an audit that determined Geisler had hidden \$152,000 from United Way, thereby



Joan Geisler

Her control at issue in petition

increasing United Way's contributions to the council. She had claimed a misinterpretation of an agreement between the Scouts and the United Way.

United Way had demanded Geisler be fired, but eventually agreed to continue contributions and take portions of the Scouts' regular allocations as repayment of \$16,357 of overallocated money.

United Way Executive Director Lee Thacker said this morning that United Way sees the current issue as an internal matter for Little Cloud's board.

The petition was delivered through William Blum, attorney for Roberta Buenting, a former field adviser and the most recently fired Little Cloud staff member. She has appealed that firing.

She had complained to the scouting office at Dallas, but Joanne O'Brien there said the complaints "were handled very well at the council level. I sent Roberta

Buenting a letter. It's all over, as far as I'm concerned."

Most of the signatures on the petition give addresses of Elkader, Guttenberg, Farley, Colesburg and Dyersville, Iowa.

The only scouting leader in Epworth is arranging to join the Campfire Girls, saying she's interested only in what's best for her troop of 17 girls. "This whole council is Camp Little Cloud," she said, referring to the camp west of Dubuque that's operated year-round.

The petition states: "During the past few years, we each have seen instances where we felt Girl Scout finances were handled incorrectly by the council, and we have not received adequate explanations from Joan Geisler."

Since the United Way-Little Cloud audit and results, the petition states, "the situation has not noticeably improved. Ms. Geisler still has complete control of all finances in the council." It asks the regional office and United Way to examine all financial records.

It also states, "In less than two years, four qualified staff members have been discharged or forced to leave," and that appeals to the council's board have been to no avail.

The petition states that troop programs should be improved and better support services provided for adults. "The atmosphere in Little Cloud Council has deteriorated to the point where we feel we must take a stand," it states.

Tribune; Oakland, Calif.; August 8, 1980

Social Service Bureau

Neighbor helping neighbor

By Robert Lyness

Washington, D.C. and Sacramento are a long way away from the problems we have in our Eastbay neighborhoods. How effective can governmental agencies be in helping alleviate our social service problems?

Quite well, indeed, if a pattern developed by Roger Boyvey, executive director of the Social Service Bureau of the Eastbay is followed. Boyvey has been able to convince governmental agen-

cy executives that both efficiency and effectiveness are the rewards of his "neighbor-helping-neighbor approach."

A few years back, United Way reported a survey that pointed out that if a dollar's worth of social service is to be delivered to those in need in neighborhoods:

- It would cost us \$3 if it came by the way of Washington, D.C.
- It would cost us only \$2 if it came via Sacramento or City

Hall.

• It would cost 37 cents if the service is provided by a community non-government social-service agency.

Boyvey's petition was made all the more convincing with the emergence of surveys that showed the willingness of a large segment of our population to volunteer for programs that would help improve their communities

Continued

in general and their neighborhoods in particular.

It was found in California that we have an unending source of volunteer help. Reportedly, there are in excess of 20,000 volunteer programs in our state, involving approximately five million Californians.

"Proposition 13 is not a symbol of revolt against social services," Reverend Boyce Van Osdel, a Social Service Bureau volunteer leader, said at a recent meeting. He stated further, "It's quite the contrary. We all want to give helping hands to our less fortunate neighbors but most of us feel the job can be better done by our own neighbors, in our neighborhoods. And we have solid evidence that leaders in government are beginning to think in a like manner!"

Perhaps the most convincing argument that has caused government agencies to channel over \$13 million in funds in the past 15 years through the Social Service Bureau was its pledge to "go to the neighborhoods."

From one center, when Boyvey came aboard 15 years ago, the agency now has 60 service locations in Alameda and Contra Costa county neighborhoods. During this period the staff has grown

from one to 377 persons, volunteer participation has rose from approximately 25 to 500 persons, and the number served grew from a handful to more than 16,000 last year. The budget has grown from \$13,040 15 years ago to \$3,662,497 last year.

Few would challenge the assertion that the government agencies have invested wisely.

Here are some of the returns from the ever-growing investments. For senior citizens the Social Service Bureau developed apartment houses, activity centers, employment opportunities, legal services, transportation services, congregate meals, home delivered meals, outreach services and information and referral services.

For adults recovering from mental illness, the bureau developed half-way houses, a subacute facility, creative living, after-care housing and transitional employment programs.

For children, the bureau developed day care centers and remedial reading programs.

For young people, the bureau developed summer jobs, after-school tutoring, volunteer opportunities and church athletic leagues.

For neighborhoods and fami-

lies the bureau developed a non-profit corporation that purchases rehabilitates, and sells single family homes to low- and moderate-income people in Oakland.

Some of these services are now administered by independent non-profit corporations.

There are common themes that have brought both governmental and private sector approval.

Low income people have been given the highest priority for services.

Groups that have been short-changed by society in the past have been given priority attention.

Affirmative action has been exercised with genuine commitment.

Program centers have been neighborhood-based and widely scattered for maximum accessibility.

The growth of the Social Service Bureau under Roger Boyvey has been phenomenal over the past 15 years of his tenure. Its example on a nationwide basis is gratifying.

Robert Lyness, vice president of Safeway Stores Inc., is president of the Social Service Bureau of East Bay.

Suburban Trib; Chicago, Ill.; August 1, 1980

Scouts blazing trails to future

By Becky Walker

THE WORDS BOY SCOUT or Girl Scout conjure visions of boys helping little old ladies across the street, or their girl counterparts, dressed in green and selling cookies.

These stereotypes fade when the total scope of Boy Scouting and Girl Scouting is seen. Both groups now are flourishing, despite declines in membership several years ago.

Boy Scouts and Girl Scouts are expanding existing programs and implementing new ideas to challenge and interest today's youngster.

AND THAT'S NOT easy. "Kids today are more mature, alert, educated, and exposed to more issues," said John Preston, financial director of the Calumet Council of Boy Scouts, which includes south Cook County.

The task is made more complex when the objective is to encourage character development along with the fun.

Boy Scout organizations in the Chicago-area in particular have experienced an upsurge in memberships, parental support, and monetary donations.

"MAY MARKED the largest percentage growth of Boy Scout membership in seven years," said Lowell Mark, director of field service for the Chicago Area Council of the Boy Scouts, another Boy Scout council serving Cook County.

Membership in the Chicago Area Council increased by 1,000 boys last year, totaling 24,084 active members in May, but the scouting program will, in the course of a year, serve 45,000 to 50,000 kids.

The Chicago Council's main summer camp in Whitehall, Mich., is 12,000 acres, and the oldest camp in the nation. Day and weekend camping facilities include Kiwanis Camp in the Palos area, Ft. Dearborn in Park Ridge, and Hoover Camp, in Yorkville.

MARK SAID THIS year's summer camp attendance will exceed last summer's.

The Girl Scouts will have served approximately 13,500 girls in the course of a year, said Carol Kocan, public relations director for the South Cook County Council of Girl Scouts.

The council owns two day camp properties, Camps Palos and Thorn Creek, both in the south suburbs, with their larger camp, Manistee, also in Whitehall, Mich. Camp Manistee isn't operating this summer due to a lack of participants. But, said Kocan, day and weekend camping and short trips are up in participants.

BOTH GROUPS have more members in the younger-aged groups, the Brownies and Cub Scouts, because when a child reaches his early teens, peer group pressure to drop out becomes intense. Some people perceive scouting as a place for "goody-two shoes."

"It's not like they're a Sunday school group or perfect angels or something," said Donna

Continued

Rahn, South Cook County Council's services director.

Most of the girls who stay involved in Girl Scouting are outdoor enthusiasts, Rahn said. They develop organizational abilities and a sense of responsibility.

"BUT AS A GIRL gets older, it does become difficult to say, 'I'm a Girl Scout,'" Kocan said. Some girls stay involved in spite of their friends. Others are "closet scouts," not telling anyone of their membership. Mark said the Boy Scouts also lose most of their membership in the 11 through 15 year age group.

Despite the difficulties of attracting and keeping teen-agers, scouting still is bringing them in. The two most obvious elements to a successful scouting program according to both groups, are good leaders and the view the community takes toward the organizations.

Community values and attitudes directly affect the climate of the troops or packs within them.

WITHOUT ACTIVE, motivating, and understanding volunteer leaders, who know the pressures teen-agers are under, the youngsters won't stay, Mark said.

In response to the need to interest junior high and high school-aged youths, both scouting organizations have geared up to attract them.

GIRL SCOUT LEADERS, nationally and locally, have revamped the curriculum and rewritten handbooks and merit badge requirements.

"The Girl Scouts have gone beyond a concerted effort to eliminate sexism in badge requirements and programs," said Laura Wijkowski, information and data specialist for the Girl Scout Field Center in Chicago.

The handbook is being translated into Spanish to cultivate the Hispanic population and new merit badges include money management and auto maintenance.

A COPY OF THE first Girl Scout handbook, "How Girls Can Help Their

Country," featured such topics as, "All Girl Scouts should know how to shoot," and "How to secure a burglar with eight inches of cord," by tying his little fingers behind him with slip knots.

"People think Girl Scouting has limitations. It doesn't except safety," Kocan said.

Girl Scouting is traditionally connected with troop activities and this still is considered the mainstay, but the individual councils are promoting alternate skill development courses and short-term interest groups for older girls, Wijkowski said.

A NEW RANK will be introduced in the fall that will equal the Boy Scout's Eagle Scout requirements. Greater flexibility is allowed to older members and uniforms are available but not required.

The Girl Scouts have received accreditation from the Council for Non-Collegiate Continuing Education for a nationwide program of learning opportunities. A woman who completes a course offered by the Girl Scouts, receives a continuing education unit, which is accepted at some colleges as college credit.

Individual troop activities are based on member and leader interest. "I let the girls decide what they want to do," said Dorothy Okrey, a cadet leader in Oak Lawn. Her troop of 22, ranges in ages from 14 to 16, with four senior aides.

SHE SAID PEER pressure is "very strong." Her two daughters in Girl Scouts "enjoy scouting but don't go around telling people they're one," although her oldest daughter, a senior at Oak Lawn High School has outgrown her embarrassment.

The Boy Scouts have continued expansion of their Exploring program, a coeducational career exploration for ages 14 through 21.

Boy Scout administrators surveyed students in the high school for their top three career interests. The information is computerized with a copy given to guidance

counselors in the schools for their own use.

CHICAGO-AREA BUSINESSES are contacted and asked to participate in the program, which is relatively inexpensive for them, but does involve donated time from professionals who explain their work to the students.

Students receive a personal letter from the firm, asking them to participate. Ten per cent of the students who fill out the original form attend the sessions.

"Nobody's doing for the kids what we are doing," Mark said. "Schools aren't doing it, and businesses aren't doing it either."

THERE ARE ABOUT 7,000 participants in the Exploring program in the Chicago area. The program originally was for boys, but was expanded to include girls and now female membership has reached 60 per cent.

Linda Pluta, a 15-year-old student at Oak Lawn Community High School, and an aspiring nurse, got involved in the Exploring program through her freshman counselor.

Her exploring post is at Little Company of Mary Hospital in Evergreen Park. She said she has learned about the nursing field because of the different nurses speaking on their specializations.

"IT HELPED ME figure out which specialty I like best," she said. She didn't know the program was for Boy Scouts until three months after joining, when she received her membership card. "It surprised me, but I'm glad I joined."

I've always wondered why Boy Scouts would offer nursing to girls, but I like it a lot," she said.

Mark said the scouting movement has survived the antiestablishment era.

The child's benefit from scouting is subtle but essential. "A kid realizes he's having fun with a purpose. He realizes he's part of a whole and responsible to it. We've come into the time of the family."

Advertiser; Honolulu, Hawaii; July 3, 1980

Improving the AUW

In 1966 the Aloha United Way — then the United Fund — got under way in Honolulu, with 23 agencies. It set a goal of \$2.9 million and raised \$3.5 million.

By last year's campaign the agencies had grown to 59 and \$8.4 million was raised, a substantial amount even though it fell somewhat short of the \$8.8 million goal.

In the public phase of the cam-

paign, the two months from Labor Day through October, some 17,500 volunteers give time and energy to obtain funds for the wide range of community organizations.

THE FUND was born as a result of public frustration against an unending series of individual drives. At this newspaper, in the old days, it seemed never a week went by with-

out an agency, about to embark on its annual appeal, seeking news stories and an editorial in support of its endeavors. The public was solicited without a let-up.

The extent of volunteer effort and the level of giving are themselves a testimonial to the value of the Aloha United Way. But that is not to sug-

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gest that such an organization should not be subjected to public scrutiny from time to time.

Its very importance — its size, its impact on the community in terms of monies raised and distributed, its spectrum of services — makes such examination essential.

That was the spirit behind the recent series of articles by Advertiser reporter Jim Borg. While fully acknowledging the value and contributions of Aloha United Way, he cited some of the Mainland criticisms of the parent organization there and some questions raised locally.

FORTUNATELY, there are fewer difficulties here than on the Mainland, but A UW still should view the Advertiser series in a positive sense, as presenting an opportunity to look at both national and local problems. The aim should be to avoid the Mainland problems we don't have and to seek to solve those we do.

Answers may be easier to suggest than achieve. For example, representatives of some agencies — usually from the smaller ones but not always — are somewhat defensive when asked hard questions by the budget review panels.

Some feel the size of the panels — which have 15 members — tend to be intimidating. Should the panels be trimmed? They once were smaller, but then their base was broad-

ened with a view to getting a more representative cross-section of the community.

The panelists have a responsibility to see that each dollar is used productively, but perhaps they should give some thought as to how their procedures and meetings can come across as less onerous to those appearing before them.

ANOTHER CRITICISM is that it's needlessly time-consuming and costly for agencies to prepare three separate budgets a year — for the A UW, the Combined Federal Campaign and then, for some, for the state government which contracts for services. A UW tells us it's working on this — that the state Department of Health is now using a budget form similar to A UW's, although the Department of Social Services and Housing isn't, and that talks are going on with the state Budget and Finance Office to see if better coordination can be achieved.

The United Way slogan, national and local, of working "for all of us" has come under some fire, especially from non-member agencies which make the point that A UW certainly doesn't work for them.

Complaints were filed by two groups with the Federal Communication Commission against announcements using the slogan dur-

ing televised National Football League games.

The FCC has now rejected the complaints 5-0, with Commissioner James Quello observing that it seemed to him that the complainants "ought to find more constructive uses for their time." Even so, the Aloha United Way might benefit from a review of the slogan, as to local use.

ANOTHER CRITICISM is of the occasional employer who proves too zealous — some would say "coercive" — in seeking solicitations from employees.

More than 2,000 companies here have a A UW payroll deduction plan, so some excessive fervor is inevitable. But it's hardly fair to blame the United Way for that.

A UW has, for the last several years, been promoting a group solicitation technique, where a company representative makes a "pitch" to a number of people, rather than using a one-on-one approach. This seems to be well received and more companies would do well to adopt it.

In essence, while the Aloha United Way deserves high recognition and — as volunteer president Wilson P. Cannon said — even stronger community support, it should not ignore possible flaws. Periodic surveying of member agency and public perceptions could prove beneficial.

Press; Ypsilanti, Michigan; August 4, 1980

United Way projects to help unemployed

Rising unemployment has cut resources but increased service demands for human care agencies in Washtenaw County.

At the request of the board of directors of Washtenaw United Way, member agencies have formed a committee to determine how to help the growing number of unemployed workers and their families.

UW will conduct a series of activities in the following weeks to help United Way agencies plan services for the unemployed.

An informal survey of community attitudes will give jobless workers and other county residents the chance to tell United Way what kinds of services member agencies should offer. a special phone line — 971-

4684 — will be open Sunday through Aug. 16.

Following the survey, the same phone number will become an information and referral "hotline" for unemployed workers seeking help for problems relating to their job loss. A trained counselor from Child and Family Service will staff the hotline to put callers in touch with available services.

Small group interviews with laid-off auto workers will be conducted in local union halls to gather information on the workers' problems.

Information from these sources will be presented at a day-long community forum in

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mid-September. The forum will bring together United Way agencies and other service providers, such as Community Mental Health Center and the Department of Social Services, to develop ways to combat unemployment problems.

The United Way board of directors has set aside up to \$6,000 to reimburse member agencies that are providing emergency food and shelter to their clients.

Catholic Social Services of

Washtenaw County, SOS Community Crisis Center, and the Salvation Army Corps Centers in Ypsilanti and Ann Arbor offer direct emergency assistance. The reimbursements are in addition to regular UW allocations.

United Way agencies have reported that the economy is affecting them in various ways.

Calls regarding spouse abuse have nearly tripled since January at the Domestic Violence Project. The agency

received 25 calls in January and 70 in July. Thirty-one families were housed at SAFE House last July, compared to 46 this July.

John Getz, caseworker at the Ypsilanti Corps of the Salvation Army, reports that about 40 percent of the families seeking help are unemployed workers and another 40 percent are awaiting help through the Department of Social Services or have been denied DSS assistance.

Advertiser; Honolulu, Hawaii; July 1, 1980

Where do all the dollars go?

Raising the funds to fund the fund-raising

Americans last year donated some \$1.4 billion to local United Ways, including Honolulu's Aloha United Way. While that's less than 4 percent of the money given to all charities nationwide, United Way's strong volunteer support and its largely exclusive — and often controversial — access to payroll deduction plans has made it one of the most efficient fund-raising programs ever devised. Here is the last of three reports.

By JIM BORG

Advertiser Staff Writer

Raising money costs money.

But some fund-raising techniques cost more than others. And, in some cases, very little money reaches the charity for which it was intended.

The Council of Better Business Bureaus in Washington tries to keep tabs on where charitable contributions come from and go, but it's an intimidating chore: Americans donated \$43,310,000,000 to charity last year.

How is that money being used?

"No one really knows," says Helen O'Rourke of the council's Philanthropic Advisory Service Division.

This much is known, however, she says:

• 84.4 percent was contributed by individuals, with another 5.1 percent



from bequests. The rest, just over 10 percent, came from companies and foundations.

• 46.5 percent went to churches and other religious groups, 13.8 percent went to education, 13.7 percent went to health organizations and hospitals, 10 percent went to social welfare groups, 6.2 percent went to the arts and humanities, 2.9 percent went to civic and public organizations and 6.9 percent went to "other."

The United Way campaign — in Honolulu and around the country — prides itself on its low overhead and the notion that more than 90 cents of every dollar you contribute finds its way to its member agencies.

Other well-known groups have much higher fund-raising costs.

The members of the National Health Council, for example, spend an average of 18 cents of every dollar raised on fund-raising — not an unreasonable amount, says O'Rourke.

On the average, another 12 percent goes to administrative costs, she says, further reducing the cash that reaches the front-line programs.

O'Rourke gives these 1977 fund-raising costs, as a percentage of

total revenues, for some of the better-known health council members:

- Epilepsy Foundation of America, 26 percent.
- American Lung Association, 24.4.
- Multiple Sclerosis Society, 13.1.
- Arthritis Foundation, 12.3.
- American Cancer Society (when campaigns are run independently of United Way), 12.1.
- Cystic Fibrosis Foundation, 11.9.
- National Kidney Foundation, 10.4.

Nationwide, the Muscular Dystrophy Association spends an average of 13.8 percent of revenues on fund-raising, including its annual Labor Day Jerry Lewis telethon.

Why the difference?

How "popular" a disease is with the public plays a large part in how easy it is to raise money, O'Rourke says. The public is more interested in fighting cancer and heart disease than epilepsy, for example, she says.

Donated time, in one form or another, is another important factor. Without volunteers, the cost of soliciting donations rises sharply.

The most expensive way to raise money is through direct mail campaigns.

"It depends a lot on how good your list is," says O'Rourke. "Direct mail can go as high as 100 percent the first year. Within three to five years, it may drop as low as 35 percent, but

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that's about as low as it goes."

Telethons and radiothons may use up 45 to 50 percent of the money raised and special events such as carnivals and concerts may gobble up about 40 to 50 percent.

That's why some groups, including the Easter Seal Society of Hawaii and the local chapter of the Cystic Fibrosis Foundation, ask corporations to donate money and equipment for televised fund-raising appeals.

Cystic Fibrosis, for example, hopes to solicit \$10,000 for production costs from corporations in order to raise \$50,000 through its annual TV celebrity auction Aug. 9, says Jerry Conover, executive director. Cystic Fibrosis is a member of Aloha United Way, but is allowed to conduct independent fund-raising efforts as long as they do not conflict with the AUW campaign in the fall.

A few years ago, Habilitat, a youth rehabilitation organization, dropped out of Aloha United Way in order to raise building funds, which AUW does not provide.

Habilitat then spent \$76,000 on a telethon that raised \$306,000 in pledges.

"Spending \$1 to make \$3 is a very good accomplishment for a small organization," says Habilitat spokesman Richard Rivera.

The first organization to try telethons in Honolulu was the Variety Club, which discontinued them after 1977 because the TV fund-raising field became crowded and too competitive, says Russell Druce, former club president.

Its 1976 telethon, the last successful one, netted about \$172,000 of the \$221,000 pledged, with production costs amounting to \$68,000.

Charity	Amount	Time period
Aloha United Way (Oahu)	\$8,448,291	Fall '79 campaign
Maul United Way	610,840	Fall '79 campaign
Hawaii Island United Way	624,959	Fall '79 campaign
United Way of Kauai	263,103	Fall '79 campaign
Hawaii Easter Seals	840,975	Sept. '78-Aug '79 Oahu
Muscular Dystrophy Assn.	752,779	1979 on Oahu
March of Dimes	601,433	June '79-May '80 statewide
Multiple Sclerosis Society	330,100	1979 statewide
Habilitat	209,500	July '79-April '80

The 1977 telethon attracted only about \$100,000 in pledges, with about 70 percent going to production.

In order for the Better Business Bureau to recommend a charity, the fund-raising costs may not exceed 35 cents out of every dollar raised, although the bureau prefers lower figures.

Among the 31 states that regulate charitable organizations, the limit on how much may be spent on a campaign ranges from 15 to 35 percent of the contributions.

According to Tany Hong, director of the state Department of Regulatory Agencies, Hawaii law regulates charitable fund-raising only when professional solicitors are involved. Hong says a solicitor may charge no more than 10 percent of the money he raises for charity.

United Way's record of low overhead is accomplished largely with the help of volunteers and "loaned management personnel" who stay on their company's payroll while working for the campaign.

Forbes magazine last year reported, for example, that New York Telephone, in raising \$4.3 million,

probably contributed close to \$500,000 in lost time and wages to the United Way campaign.

With the help of four dozen loaned management personnel and more than 21,000 volunteers, Aloha United Way will spend only about 8 percent of its \$8,448,291 in pledges on management salaries, agency relations, an emergency fund and this fall's campaign, beginning about Labor Day.

Those volunteers include the 75 members of the board of directors, more than 200 committee members, some 2,700 Combined Federal Campaign workers, 108 division chairmen, vice chairmen and section chairmen, 360 campaigners, 4,800 employee campaign organizers and 13,400 solicitors.

About 180,000 Oahu residents have contributed to Aloha United Way each year.

But, according to Randy Moore, AUW's budget committee chairman, if a cost were estimated for all the volunteer work done for the campaign and the AUW members agencies, the sum would equal or top the millions AUW raises every fall.

City Times; Oklahoma City, Okla.; August 15, 1980

United Way burden lifted Agency's withdrawal hailed by physician

TO THE EDITOR:

I am pleased that Planned Parenthood has withdrawn from the United Way. The United Way is now freed from the burden of supporting an organization that shows little respect for human life.

For years Planned Parenthood of Oklahoma City has supported abortion reform, education and referral services through the Oklahoma State legislature, the public schools and public education programs. Claims to the contrary do not fit with Planned Parenthood's newsletters, literature, public statements and annual report.

While it is true that 10 percent of Planned Parenthood's budget came from the United Way in 1979, voluntary donations accounted for less than 1 percent of their support. Fed-

eral funds accounted for 81 percent of their budget and direct fees for 9 percent. Planned Parenthood has not enjoyed the wide public support they claim. I believe that Planned Parenthood's withdrawal from the United Way reflects this fact.

Many people who support Planned Parenthood do not understand the goals and philosophies of the organization. There are many ways in which Planned Parenthood of America is aggressively trying to influence and change society's moral values in many areas of sexual behavior. Unfortunately, the fact that they provide some good services to the communities in no way outweighs the tremendous damage that will be done if they pursue their present course.

Curtis E. Harris, MD, City

Allocations panel has year 'round job

By BILL BRADSHAW

They are 21 Scrooges with hearts of Bob Cratchetts. Largely unsung heroes in the process of raising, evaluating and appropriating funds from the United Way of Adams County are those on the Allocations Division of United Way.

Chief among the dedicated panel of persons who must decide what portions of the limited funds will be available to meet the unlimited needs is Dave Kleiboeker, manager of market research at Moorman Manufacturing Co. A member of the group the past three years, Kleiboeker became president of the panel in January.

"Our job, and it is not an easy one," he said, "is to allot the always inadequate funds raised in the campaign to meet the major needs of the 17 benefitting agencies. The process involves probably 600 meeting hours a year, two-thirds of that coming from Nov. 1 to mid-December, conferring with the agencies, consulting and working closely with the Planning Division, and constantly studying program effectiveness and future needs."

Last December the budgets presented by the 17 agencies totaled \$585,869. There was just \$432,980 to be meted out.

"We don't just go down the line, cutting everything a fifth," he said. "Rather, we carefully go through the budgets, talk with the agencies, see their programs in action and take a 'line item' approach to the cuts which have to be made."

"It is our responsibility," he explained, "to see that the funds are used in the most prudent manner possible, basically going where the needs are greatest and the most people can benefit."

The Allocations Committee swings into action in December, after the campaign has been completed and what funds will be available is known. The 21 committee members divide into four panels under a vice-chairman responsible for four agencies each.

Meetings are then held with the agencies, which present budgets prepared and approved by their respective boards. The vice-chairmen then meet and assess the needs as presented by the agencies and produce the recommendation to the United Way board of directors, usually made by mid-December.

After that the committee meets quarterly to adjust its disbursements to the agencies to actual needs, its financial reports for the preceding three months and projected needs for the next quarter.



DAVE KLEIBOEKER

With the Planning Division, this year headed by Gary Schmedding of WTAD-WQCY-KHQA, Allocations visits the agencies involved. This usually comes in June and includes discussions of programs and needs of the community, whether or not these are presently covered by the agency's programs.

"The requests we get are all valid," Kleiboeker asserts. "The trouble is there just never are enough funds to cover all of them."

He talked of the Planning Council's efforts to determine what needs are being met, which ones aren't and deciding what county residents will need in the future.

"So far, Planning, which sits in on our meetings and provides necessary input but without voting power, held a meeting in July to assess what we have, what we don't have and what we need," Kleiboeker said. "They didn't even get to the matter of what we need."

"We've got to take our hats off to the Allocations volunteers," he said. "These people represent a true cross-section of the community, bankers, teachers, industrialists, businessmen, CPAs, stock brokers — everybody. They give at least 30 hours apiece a year to the job and, frankly, serve as 'watchdogs with a heart.'"

The allocations work has been scheduled throughout the year so that the agencies receiving United Way funds can plan in an orderly way, knowing by October what revenues they will have for the next year's operations.

How the whole process evolves is something of a marvel in itself, not calculated by any sleight of hand but through reviews, current assessments and a balanced look at future needs sobered by reality.

In the matter of setting goals for the campaign, United Way people look first at the needs fulfilled last year and attempt to adjust them to the current year.

"We get input from the agencies," Kleiboeker said, "and give this information to the campaigners. They, in turn, attempt to balance this need against what they see as the giving potential. A new element this year is the 'base' figure put into the quota system. This is a statement really of what was given last year and by whom. It's a reasonable starting base for the factoring in of contributors lost, new prospects and needs."

Janet Dinkel, United Way executive director, noted that funds generation and calculation is often even more complicated. "There are instances where United Way provides, say, a dollar to an agency, which forms the basis for a three-to-one match by a federal agency so that United Way funds can serve to generate dollars above and beyond those directly given to the campaign," Miss Dinkel said.

Presently serving on the Allocations Committee with Kleiboeker are Avril Bernzen, St. Mary Hospital; Janet Brammer, Loretta Bringer, ITT Financial Services; Patricia Brink, First National Bank; Robert Cerrano, Colt Industries; William Clark, Knapfelde Manufacturing Co.;

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Richard Edmundson, First National Bank; Joseph Engle, Broadcast Electronics, Inc.; Suzanne Galloway, David Graff, Quincy Newspapers, Inc.; Jeanetta Green, Dale Hedberg, Quincy Soybean Co.; Joseph LuBrano; Sears; J. Gordon Pasley, Quincy Public Schools; Becky Scharnhorst, Paine, Webber, Jackson & Curtis; Jay Staats, Gardner-Denver Co.; Marcia Steinkamp, Illinois Bell Telephone Co.; James Waterkotte, Blessing Hospital; Stephen Wavering, City Hall; and Paul Zeman, Mercantile Trust & Savings

Bank.

General Chairman John Sperr, president of Electric Wheel Co. Division of Firestone Tire & Rubber Co., has called for a kick-off of the 1980 campaign for Sept. 10 in the Quincy Mall Community Room.

The drive, seeking \$595,100, or 13.5 percent above the 1979-80 base and well over last year's \$527,163.79, hopefully will be in the coffers when the drive ends on Oct. 30.

Overview; Washington State Dept. of Social Services; Sept. 1, 1980

The Public-Private Partnership: A Balanced Equation

It makes a lot of sense to propose that the private sector should do more about social problems, instead of dumping the whole burden on government.

But how much is the private sector able to do? Or willing to do?

A great deal it seems.

An evaluation of the private sector's ability and willingness was recently undertaken by the DSHS Special Assistant for Policy Development. Preliminary findings revealed that nearly all the social and health needs served by DSHS are also being served by private contributions throughout the nation.

Some examples, all funded by private enterprise:

Day care centers; drug abuse and alcoholism treatment centers; employment, training and recreation programs for disadvantaged youth; education and business opportunities for minorities; neighborhood improvement and urban renewal projects; handicapped rehabilitation and employment programs.

That's a sampling. The list goes on and on, and many projects are described in some detail, in a periodical called *Response*. This is the publication of the Clearinghouse on Corporate Social Responsibility, serving the hundreds of companies which belong to the Life Insurance and Health Insurance Association of America.

Now, you might expect insurance companies to invest in preventive health programs. Keeping people

healthy means not having to pay out so much for medical treatment, and that's good business. The list published in *Response* does include many health education and research projects. But the majority of projects listed are in social problem areas not directly related to health.

The money for all these programs came, not from taxpayers, but from profit-making insurance companies. Aren't companies like this in business to make money? What prompts them to give it away?

Some answers can be found in the pages of *Response*, where chief executive officers are invited to explain the reasons why their particular corporations elected to fund certain community projects. An editorial in the January 1980 issue, by Clearinghouse Director Stanley G. Karson, helps us understand their motivation.

Karson says corporate social responsibility is "essentially the interdependence of the corporation with its community and society as a whole." Its future form, he says, will depend on the role played by government in solving social problems. He thinks the state of the economy will continue to force reductions in government spending and he states that this "would encourage business to help provide answers and resources for solving social problems. The 'private' factor of the newly popular public-private partnership equation would be given added weight."

Obviously, this is more to be

desired than the alternative, which Karson describes as a return to heavy emphasis on government programs and increased government intervention, along with "more mandated policies for business and its operations; more restrictions on the freedom of the private sector to function as it sees fit with regard to social or economic conditions."

On the one hand, government leaders, including President Carter and our own DSHS Secretary Thompson, are saying we should allow and encourage more participation by the private sector in solving social problems.

On the other hand, large corporations like these insurance companies are saying they want to play a bigger role in solving those problems and to enjoy, at the same time, more freedom from government restrictions.

This "public-private partnership" thus seems to be equally important to both partners—a balanced equation.

The DSHS preliminary survey showed that many private corporations are indeed demonstrating both ability and willingness to assume responsibility for social problems. But few are offering a public record of their contributions and concerns in the manner of *Response* magazine.

One which does provide a written account, on request, is Control Data Corporation, based in

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Minnesota, with over 50,000 employees worldwide.

CDC began with large-scale computers 20 years ago, and soon began to specialize in the application of computer technology to educational programs. In its many programs for the disadvantaged and the handicapped, CDC insists that it is practicing, not philanthropy, but enlightened self-interest, gaining experience and expertise in social problems.

Be that as it may, CDC is actually employing hundreds of people who formerly depended on public assistance. Its Inner City Plant program has successfully established new plants in five economically depressed areas.

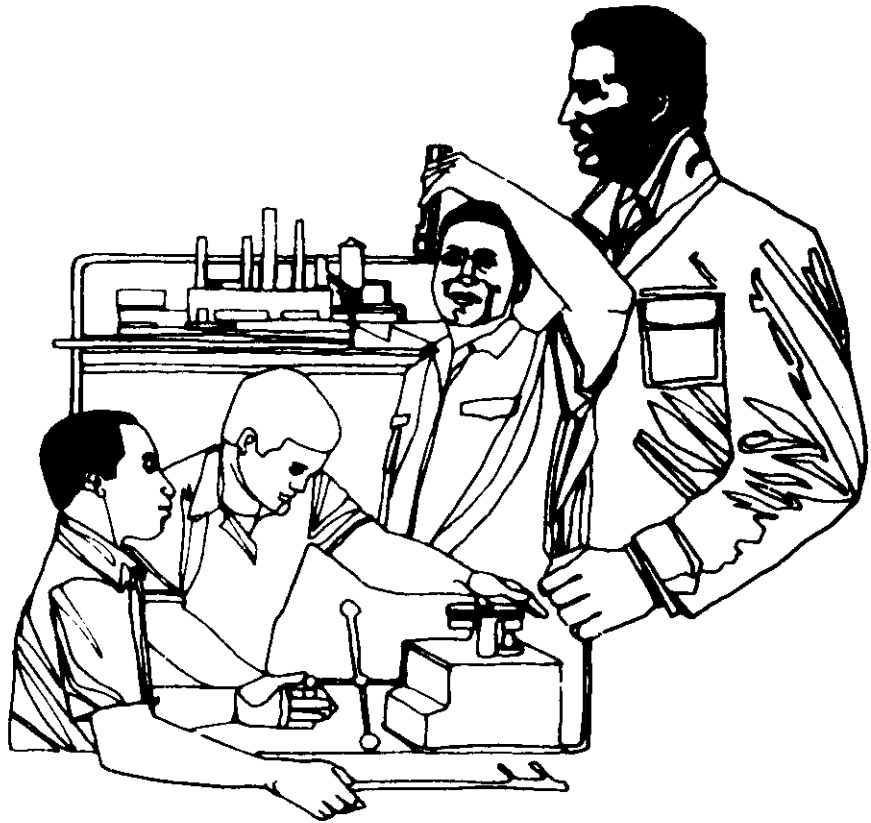
Though these locations were chosen specifically to create jobs for people previously labeled unemployable, CDC emphasizes that an inner city plant is *not* charity, it is a practical business venture that will return a good profit.

Unusual problems encountered in these areas were faced and resolved promptly. Job application forms, for example. These applicants could not show much in the way of "work experience" or "references." On the other hand, they often had a lot to disclose under "arrests and convictions." A modified form simply eliminated all these requirements and expressed, in effect, the feeling that "we are more interested in your future than your past."

Child care was a problem for many employees, leading to absenteeism among mothers who really needed to work. CDC established a child development center that went far beyond the basics of day care, offering social and cultural enrichment, with a board of directors made up of parents and community leaders.

Another large group of job seekers was composed of people unable to work full-time. An entire plant was opened for part-time workers, with the first shift for mothers of school-age children, the second for high school and college students.

A project called "Homework" provides training and employment



for the disabled homebound population. Another project called "Fair Break" prepares disadvantaged unemployed people to get and keep a job, applying an array of individually prescribed support services to identify and remove barriers to unemployment. Computer-based training is basic to both projects.

All these special provisions to help residents of depressed areas become employable, together with much more elaborate and extensive on-the-job training programs than were needed by employees in other locations, added up to a sizable initial investment for CDC. Was it all worth it?

CDC's own report states: "Considering that we now have an efficient production operation with average tenure at more than five years, and considering what we have learned, the pay-off is a handsome one."

The investment is considered comparable to normal product research and development costs.

The report also notes the catalytic effect of the new plants on neighborhood revitalization—home building and renovation and

new businesses opening in these areas.

Many other social projects are described in Control Data Corporation's Report, but this is probably enough to answer our question: how much is the private sector able, or willing, to do?

Clearly, the best thing that could happen to many public-program clients is to be freed from dependence on government and allowed to benefit from opportunities in the private sector.

Throughout DSHS, management, staff and citizen advisors are exploring the potential for private sector participation in all areas of service delivery.

Regionalization of the department in 1978 greatly improved the dialogue between the state and the local community. This has produced a more accurate picture of the real needs and also of the community's ability to meet those needs—often in ways more effective than state programs.

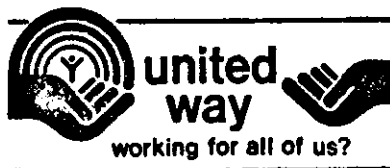
Overview will continue to share examples of innovative and successful private sector activities, in future issues.●

Sunday Star-Bulletin & Advertiser; Honolulu, Hawaii; June 29, 1980

Standards of admission listed for Aloha United Way groups

Here are the Aloha United Way's standards for admission:

- An agency must be incorporated under the state of Hawaii and must have been in operation for at least one year.
- Contributions to it must be tax exempt.
- The agency must comply with federal rules against discrimination.
- Each agency must have an unpaid board of directors that holds regular meetings and has clear lines of administrative control.
- Standard accounts must be audited by an independent certified public accountant once a year. Annual financial reports must be prepared for public distribution.
- Agencies must maintain "active and necessary" programs and consult with the Health and Community Services Council and other groups to



- avoid duplication of services
- Records must adequately reflect the operation, administration and financial management of the program.
- Community support must be demonstrated by reasonably broad voluntary contributions and a sizable and active volunteer membership. An agency is ineligible if its admission would jeopardize raising funds for an agency already in United Way

- An agency must make sure there is no unauthorized or improper use of the names of contributors or persons connected with the agency.
- There are also restrictions on ways money can be raised. Among the methods discouraged are: direct solicitation of United Way donors by mail, telephone or face-to-face or by block and bulk sales of tickets or merchandise; solicitation of advertising; commercial promotions; and appeals to firms, corporations, employee groups or like organizations when the appeals can hurt the United Way.
- Among national agencies, priority is given to those which have a local representative and/or have visible programs and services even though delivered through the channels of other local programs.

Arkansas Gazette; Little Rock, Arkansas; June 25, 1980

Support Network Seeks Methods to Help Nonprofit Organizations

By BILL LEWIS
Of the Gazette Staff

The state legislature traditionally has taken a dim view of the growth of governmental agencies, with the result that in Arkansas, various services are provided under contract — to a larger extent than in most states — by private, nonprofit agencies and organizations.

From a professional standpoint — as social workers, teachers, doctors, scientists or whatever — the private, nonprofit people usually are well-equipped to provide the services they've contracted to provide, having been adequately trained in their profession in the state's graduate schools or elsewhere. But often they lack the managerial skills, like personnel management, finance and control, marketing, organization and operations and other day-to-day functions that are essential to

the smooth running of any business — and can't take the time to acquire them.

"Many of these organizations operate with crisis funding and management, are overburdened by bureaucratic reporting requirements, and suffer from insufficient cyclical financing and inadequate budgeting and accounting practices," notes a paper outlining the problem that was prepared by the Human Service Providers Association of Arkansas, Inc. "Little attention to long-range planning and other factors affect the nonprofits' ability to consistently and efficiently carry out their intended purposes."

HSPA itself is a private, nonprofit organization whose purpose is to serve as an advocate for similar agencies that try to help people.

With grants of some \$41,000 from the Levi Strauss Founda-

tion and Winthrop Rockefeller Foundation, HSPA began to explore how it and related agencies could go about providing the private, nonprofit agencies with the managerial expertise they so badly needed. A study committee was formed; a survey of managers of nonprofit agencies was conducted. Meetings were held, replies assessed.

What has evolved is something called the Central Arkansas Management Support Network.

"There are different ways of trying to help nonprofits," said Miss Mary Frost, executive director of HSPA. "You can do everything from using volunteers to go in and do consulting services; you can have a strictly voluntary effort, and you can have a full-blown management support organization with professionals, that does comprehensive services, training and

consultant services.

"What we decided for Little Rock was that it needed comprehensive services, but couldn't afford them. There were lots of things going on already, lots of organizations that could provide help to nonprofits. What we're trying — and it's a really interesting idea — is to have a network of agencies, organizations, the University of Arkansas at Little Rock and its Graduate School of Social Work, to utilize the resource of the Industrial Research and Extension Center and the Community Foundation, which has attempted to develop and support the Executive Service Corps, the United Way and its Management Assistance Program, using business executives and professionals also, to go in and help the nonprofits."

In business, it is the bottom

Continued

line — the profit or loss — that determines its level of efficiency. No such clear-cut end result is evident in the human service agencies. And even for the for-profit agencies, whatever their size, it's difficult to be managerially self-sufficient.

"Even General Motors brings in outside consultants," Miss Frost said. "People who tend to run the nonprofit field and public service agencies are those who have come up through the ranks and don't have that kind of formal training. In some cases, the need is greater than in business, just because the formal training in management or accounting or whatever is less likely to be there."

Ways to Help

The Management Support

Network makes use of whichever of those volunteers agencies need to help them with management problems, in whatever forum seems most helpful.

If the problem is one common to many agencies, it may conduct a training session. "For example, we sponsored a workshop recently, using a local public relations firm to do a program on marketing." Another was on what essentially is the nonprofits' annual income tax return, Form 990. "A growing issue for nonprofits is the increasing involvement of government in regulating and controlling their operations," Miss Frost said.

And if the situation requires it, a volunteer from the Executive Service Corps or the

United Way's Management Assistance Program or some other participant in the Management Support Network may spend an hour, a half-day or a week with a private nonprofit, providing specific help with a management problem peculiar to that agency alone.

The objective is to provide the service at little or no cost. Fees are charged for seminars to help offset modest costs. The Management Support Network is looking for funding sources to reimburse the volunteers for out-of-pocket expenses, if any.

MSN also disseminates information through *Management Matters*, a monthly newsletter; provides research assistance on management questions, program development and re-

sources; maintains a library of materials on resources of value to nonprofit organizations; and makes referrals to other members of the network.

Arkansas is particularly rich in consultant resources through the Executive Service Corps, made up of retired executive and middle-management executives with a wide range of skills in such areas as planning, personnel administration, merchandising, banking, insurance and program evaluation. Not infrequently, consultants from the ESC, MAP and other support groups who go into private nonprofits on a temporary basis become so wrapped up in the organizations' programs that they wind up as members of their boards of directors or in other executive positions.

Times; Erie, Pennsylvania; September 10, 1980

4 new agencies accepted by Erie's United Way

The United Way of Erie County Tuesday accepted four new agencies as new members and three as pilot projects. It also mapped out plans for its annual fundraising campaign.

The four new agencies are Family Counseling, Greater Erie Eye Bank, Hospitality House, and the Union City Youth Center. Each of these agencies had been a pilot project for at least one year before moving to full agency mem-

bership.

The new pilot projects are Hispanic-American Council, Holy Trinity Community Center, and Minority Health Education Delivery System.

Also Tuesday, the United Way set its campaign goal at \$2,850,000 and made plans for a kick-off luncheon Sept. 24 at the Erie Hilton.

Ted Kopple of ABC News will be the guest speaker.

Meanwhile, a tug-of-war contest will be held at the Millcreek Mall on Sept. 20, co-ordinated with this year's campaign theme, "Give It All You've Got."

Anyone may organize a five-member team and compete in this event. Entry forms will be mailed upon request. Call 156-2937 or visit the United Way headquarters at 110 W. 10th.

Labor; Peoria, Ill.; July 18, 1980

Employees of Havana firm get help from Peoria

HAVANA — It's the same old story to Melva Meacham, Sandy Mendenhall and Sue Kolker.

But to about 400 United Auto Workers who will be out of work July 25 when Dana Corp. closes its doors here, nothing will be more harsh.

Dana Corp. is the largest employer in this Mason County town of 6,000 on the Illinois River. "Community leaders," said Kolker, who is Labor-CETA Liaison for the West Central Illinois Building and Construction Trades Council, "fear the closing of Dana Corp. will have a serious impact on the economy of the three or four county area."

And if the employees, like others affected by plant closings, hope to get by with a little help from their friends, they found at least three last Thurs-

day in Meacham, Mendenhall and Kolker.

Meacham, of the AFL-CIO Manpower Assistance Program, Mendenhall, labor's community services rep with United Way, and Kolker traveled to Havana last Thursday to give two seminars to help Dana Corp. employees deal with the closing.

"We had real good response," Kolker said. "I think people really appreciated us. . . we got a lot of questions and we passed out some information which, after three or four months, could be very valuable."

The three Central Illinois labor reps also shared information which could help immediately.

Continued

Included were presentations on job-seeking skills, interview techniques and information on qualifications.

Mendenhall, who specializes in providing invaluable information referral to troubled workers' families, gave a presentation on community services. Meacham talked about how to deal with a plant closing and Kolker relayed what job retraining opportunities were possible.

Although the plant had changed hands about five years ago, most of the employees had worked about 15 years. "There's nothing else around there," Kolker said. "People are really scared."

There are other disadvantages. The town is located on the edge of Mason County. Workers have to drive miles to the unemployment office, and since Dana Corp.'s employees live in at least four different counties, they are served by four

different CETA offices.

Nor did the management get better treatment than the rank-and-file. "I think the whole thing is rotten," said a company personnel office spokesman. Many management people will be put out of work, too.

Dana Corp. is a multinational. Its plant in Hanava made gaskets. Employees will be given preferential hiring treatment at Dana's other plants out of state, but the company will pick up absolutely none of a worker's relocation costs.

Most of the employees are unskilled or semi-skilled. "Most of them are doing zip," said Kolker.

The seminars were held in the company's cafeteria and reached about 60 of the workers, many of whom have already been laid off. Also helping with the seminars were the local's president, Jack Mibbs, and a trustee, Rusty Shaad.

Arkansas Gazette; Little Rock, Arkansas; June 12, 1980

United Way includes SCAN, epilepsy society

The United Way of Pulaski County's board of directors recently accepted SCAN (Suspected Child Abuse and Neglect) Volunteer Services and the Arkansas Epilepsy Society into the United Way.

SCAN, a private, non-profit agency, works with families with child abuse problems. The state Epilepsy Society has a public information program and summer camps for epileptic youths.

Dispatch; St. Paul, Minn.; July 23, 1980

2 major problems face the new unemployed

By HARRY HITE
Staff Writer

The trauma of losing a job is the first major problem that must be dealt with in helping the unemployed, says B.G. Culver of Chicago, Mid-America regional director of AFL-CIO community services.

Culver said the second problem is the unwillingness of the unemployed person "to face up to the reality that he is out of work and may never be recalled."

"Once those problems are resolved, our community services representatives can take steps to put the unemployed persons' lives together," Culver said.

MOST OF CULVER'S work in the community services field is concentrated in helping unemployed union members. He directs a staff of 77 in as many cities.

Overcoming the unwillingness of jobless persons to accept either welfare or unemployment benefits is a regular chore for Culver and staff. "It takes an about-face for many unemployed union members



Culver

who may have been opposed to welfare and jobless benefits."

Culver said many union members are eligible for food stamps, "but they (the stamps) have become so stigmatized that it is difficult to convince them to use them."

Unemployed persons frequently develop drinking and marital problems, according to Culver. And this means that family counseling may be required to help the jobless deal with the frustrations that cause the drinking and marital problems.

HE NOTED THAT United Way agencies are used to help with family counseling. "Most United Way agencies do not turn away people because of their inability to pay," Culver said.

One of the valuable assists provided under the community services program is getting savings and loan institutions to declare moratoriums on house and car payments for the unemployed.

Culver said Minnesota is fortunate in having thus far avoided the heavy unemployment found in many states. He suggested that this may be a good time for community leaders to prepare for future unemployment problems.

Fulfilling a dream: a race across U.S.

By John Jacobs

At 8 yesterday morning, a time when politicians were thinking about their fall campaigns and American workers were getting paid to sleep late, Frank Giannino, 23, was putting on his shoes and socks and getting ready to run 3,103 miles in 47 days.

Ultra-marathoner Giannino, who made the transcontinental run last year, wants to break the record of 48 days, one hour, 48 minutes that Stan Cottrell set in July, when he broke Giannino's record. To do that, the New Paltz, N.Y., resident will have to average 65 to 70 miles a day.

"Why?" repeated Giannino, rubbing cream on his toes. "Because I'm a dreamer who likes to go after his dream. It's always been a fetish of mine. Last year I did it, and when I found I could, I started planning for this trip before I finished the first one."

Giannino will be accompanied by a Winnebago mobile home and his

father, his stepmother, his friend-publicist, and his 17-year-old brother, who will certify his mileage by bicycle. The marathoner also said he's running to promote "voluntarism," particularly the United Way, which will be raising funds in its 2,200 locals during the run.

He will rotate six pairs of running shoes on his way to New York and eat a high protein diet of about 10,000 calories a day. Unlike most of us, however, he won't get breakfast until he's run 25 miles, and lunch until he's run 50. He expects to take five- to 10-minute rests every five miles, and total 15 to 16 hours of running a day.

What will he think about? "What do people think about who sit at desks all day?" he said. "I'll probably think about an old spat with my girlfriend, or building up my business in New York (a store for runners) or the environment I'm passing through, or anything else that goes through my mind. This is a beautiful country and a wonderful way to see it."

Giannino dismissed claims that ultra-marathoners are a rare breed of loner, and the obvious affection of his friends and family at his sendoff yesterday certainly belied that image.

"Statistically, the ultra-marathoner is a rare breed," he said, "but a lot of people can do it. What I'm shooting for is to organize a trans-Atlantic race of the best runners in the world."



Examiner: Nicole Bergivono

FRANK GIANNINO
A goal of 70 miles per day

The run will take Giannino through 37 major cities and 12 states and follow, roughly, the northern, interstate route. He said the first third of the race will be the most difficult, both for the physical punishment and the fact that he'll be crossing mountains and deserts. He hopes to make the Guinness Book of World Records by establishing the highest mileage average a day.

Publicist: May/June 1980



Those lines in the Wall Street Journal were nice, but I didn't see a thing in the East Earache Gazette. That's the one all my friends read.

Times; Erie, Pennsylvania; September 10, 1980

96-year-old Erie man finds local 'fountain of youth'

Is there really a fountain of youth? Ninety-six-year-old Roy Younkin seems to have found it in the volunteer work for the Salvation Army Senior Day Center that keeps him so young.

"I love it. I'd rather do that than anything I know about," Roy said.

What does he do? As a representative of this United Way agency, Roy visits nursing homes and hospitals all over Erie, talking to those who are sick, down and out — "those less fortunate than myself."

"I try to cheer them up — I'm of a jolly nature and have a lot of stories. I don't ask them how they are because they know how they are, but I like to tell them some stories. The stories might be a little risqué, but they love it, you know."

Roy is known at all the hospitals and nursing homes. The patients look forward to his visits. Every month at the Hamot Medical Center, Roy goes to parties with the old people. They have an organist, a king and queen, refreshments, and singing. Roy sings with them and wheels their

wheelchairs around.

It is a challenge to Roy to get a laugh from his friends who are stroke victims. To bring a little cheer into the lives of those who do not have the health Roy has been blessed with, paradoxically keeps Roy in good health. He has a meaningful task to do, one that he loves, and it keeps him young.

Volunteering for United Way and its agencies may not be a fountain of youth to all people, but helping others does make a person feel good about himself. At the Salvation Army Senior Day Center, there are volunteers for practically everything. And they do things because they like to do them.

Roy Younkin remembers nearly a hundred years of Pennsylvania history. But he lives in 1980 — drives his car, likes to dance — even disco dancing. Doing what you like to do, according to Roy Younkin, and helping others is the only secret of eternal youth he knows.

Telegram; Worcester, Mass.; July 12, 1980

American Volunteerism

The Frontier Of Service

William Aramony is national executive of the United Way of America. The following is an article he wrote for a recent issue of "Community Focus," which is published by the United Way.

Some people take stock of their assets at the end of the year or the first of the month. At United Way, we take stock every year at the Volunteer Leaders Conference. And with good reason. Volunteers are our greatest asset and our strongest resource. Especially this year.

It's a good feeling to look around at the VLC participants. They come from all over America. They meet together to talk about what they are doing right and how they can do it even better.

You know, all the predictions for 1980 and the decade it begins are pretty grim. Soothsayers tell us about phenomenal percentage increases in unemployment and about the escalating cost of living. They tell us it's going to be a bad time financially.

Government social service dollars are shrinking. Fast. And the great voluntary agencies, who serve people 365 days a year, need increased volunteer and financial support to fill the gap. This is our

opportunity to show what we can do. To prove how strong the voluntary sector of our country really is. To demonstrate how responsive we are to cries for help.

Government social service dollars are shrinking. Fast. And the great voluntary agencies, who serve people 365 days a year, need increased volunteer and financial support to fill the gap.

Now, I don't mean we're going to try to fill the government's financial shoes. That's impossible — but we are no where near pressing the voluntary potential for "doing good." The need for helping

Continued

people and unifying communities is ever present. The only limitation to that voluntary potential is our will.

We're going to recruit new people. Get them involved. And, yes, we are going to raise substantial new money. We need funds to keep up with rising costs, to finance essential new programs, support new agencies and keep our services contemporary.

The years ahead may not be easy ones, but, after all, the things we enjoy most in life are the things we work hard to achieve. We have worked hard for nearly a hundred years. We can and will continue to move the frontiers of service and caring forward in a rational and orderly manner.

We can raise money.

We can beat the inflation rate.

We can recruit, train and keep new volunteers.

We can demonstrate again how strong the voluntary sector really is; strong because it represents individuals caring for one another.

The American people have had a long tradition of rising to great heights when they are asked to do so and when they understand why they are asked.

The urgent task facing us is to interpret the "why" so they do understand. My own lifelong, first-hand experience says that they will respond. The ball is in our court.

Journal; Ithaca, New York; August 28, 1980

Machinists organize Challenge

Machinists Local 1607 won one vote and lost a second on Wednesday in its attempt to unionize Challenge Industries employees.

Challenge Industries runs a sheltered workshop for the handicapped, at 402 E. State St. and at 701 First St.

Employees in the technical unit — teachers and technical people who supervise the handicapped — voted 15 to 6 to unionize, according to Charles Wilson, business agent for the machinists. Twenty-five people were eligible to vote.

The vote was 4-1 against the proposed professional unit. One ballot was challenged and was never opened because the vote would not have changed the outcome of the election, Wilson said.

Wilson said it was "a very clean election."

The dignity of the employee was probably the largest reason the technical employees unionized, Wilson said. Wages and less than ideal working conditions also played a part, he said. He declined to elaborate.

Wilson said that work on a contract will begin "in the very near future."

"We're still working on the Reconstruction Home contract," he said. "So we'll get at it as soon as possible."

The Machinists have organized the staff at the Reconstruction Home, an Ithaca non-profit nursing home.

Highlights; Family Service Association of America; September/October 1980

Combined Federal Campaign

Because of changes in the Combined Federal Campaign's (CFC) allocation methods, reported elsewhere in this issue, United Ways and family service agencies in communities with sizeable numbers of federal employees are likely to receive substantially less funding from that source.

It is difficult to predict what will happen in the 11 communities selected for one of two allocation test methods over the next three years. Federal employees contributing in eight of the test communities will be encouraged to earmark their gifts, while the bulk of the funds contributed by federal workers in the

other three communities will be allocated locally by a CFC coordinating committee composed of representatives of the federal employees.

In these test communities and in all others with and without a federal presence, it is becoming increasingly vital for family service agencies to intensify their public information activities about the United Way's importance to the families and communities we all serve.

FSAA will do what it can to help you tell these stories year-round, as well as during National Family Week November 23-29.

—W. Keith Daugherty