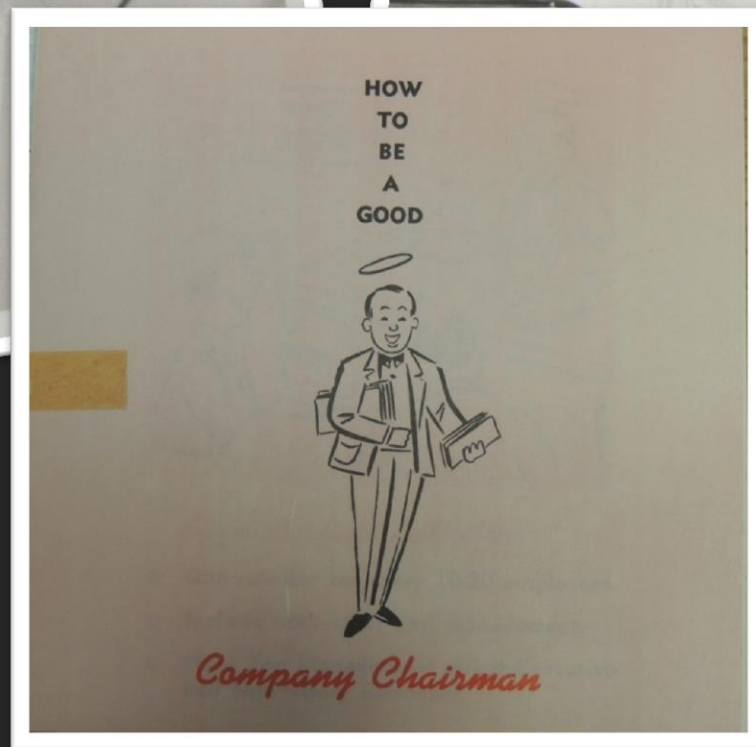
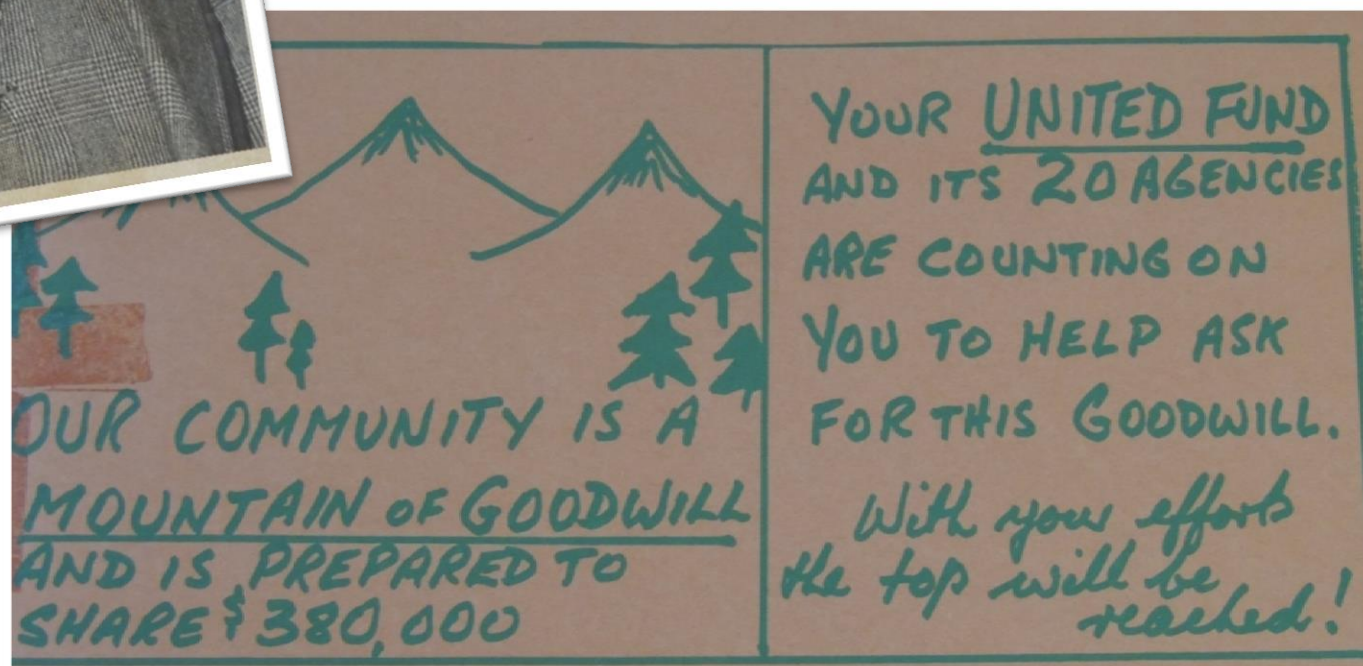


Celebrating our History







**THESE ARE THE 20 HUMAN-CARE
AGENCIES OF OUR UNITED FUND**

BOYS' AND GIRLS' CLUB
BOY SCOUTS
CANADIAN ARTHRITIS AND RHEUMATISM SOCIETY
CANADIAN ASSOCIATION FOR MENTALLY RETARDED
COMMUNITY CAMPS ASSOCIATION INC.
CANADIAN MENTAL HEALTH ASSOCIATION
CANADIAN NATIONAL INSTITUTE FOR THE BLIND
CANADIAN RED CROSS SOCIETY
CANADIAN WELFARE COUNCIL
CEREBRAL PALSY FOUNDATION
FAMILY SERVICES SAINT JOHN INC.
HOME FOR THE AGED
JOHN HOWARD SOCIETY
MULTIPLE SCLEROSIS SOCIETY
SOCIAL SERVICES COUNCIL
ST. JOHN AMBULANCE
VISITING HOMEMAKERS SERVICE
VICTORIAN ORDER OF NURSES
YOUNG MEN'S CHRISTIAN ASSOCIATION
YOUNG WOMEN'S CHRISTIAN ASSOCIATION

**YOUR FAIRSHARE WORKS ONCE FOR ALL
365 DAYS LONG**

**UNITED FUND - 10 KING STREET
SAINT JOHN**

THANK YOU

NAME OF CONTRIBUTOR _____

**For Sharing the
United Way**

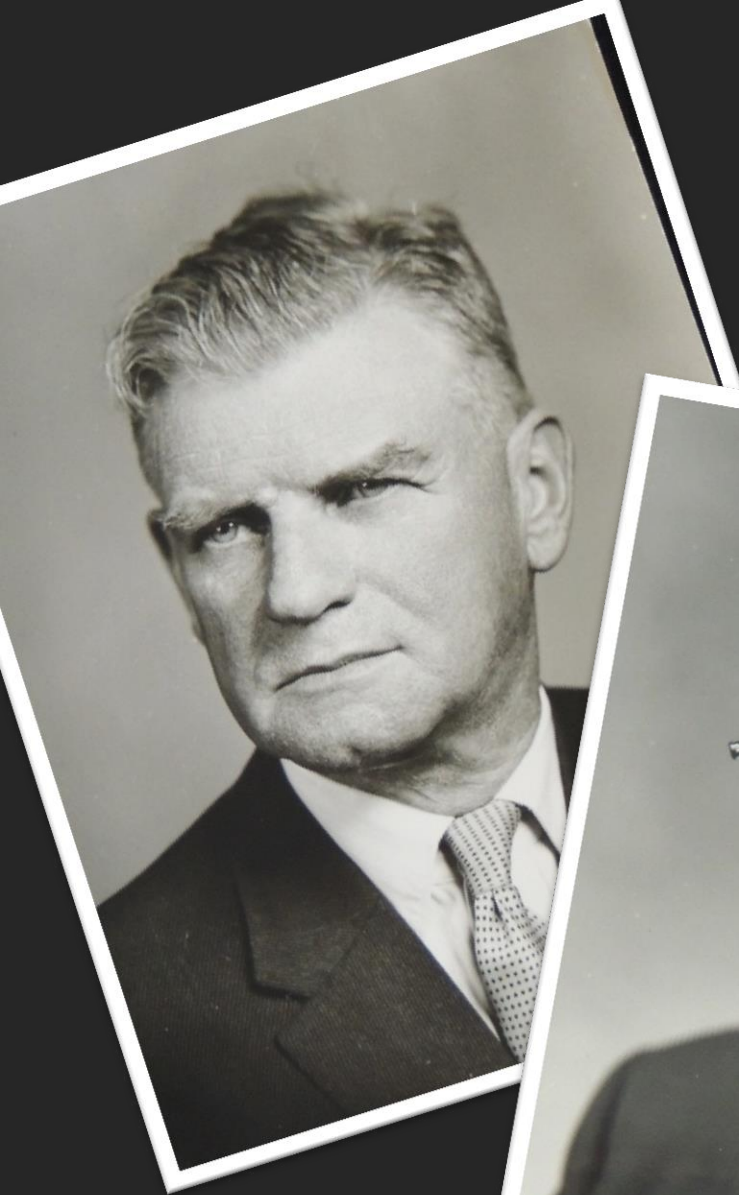
PLEGGED \$ _____
FOR YEAR

DATE OF PLEDGE _____

(THIS PORTION MAY BE AFFIXED ON YOUR DOOR)

**WE GIVE
OUR FAIRSHARE
THROUGH
OUR UNITED FUND
1970**









Help our...

ELDERLY CITIZENS

when you **SHARE** the United way

The NEXT Campaign Cabinet meeting will be
held on THURS. JUNE 25, 1964 at 12:15 PM.
at the ADMIRAL BEATTY HOTEL.

Please make every effort to come!

We need to cross every T and dot every i
in organization of this year UNITED FUND
CAMPAIGN.



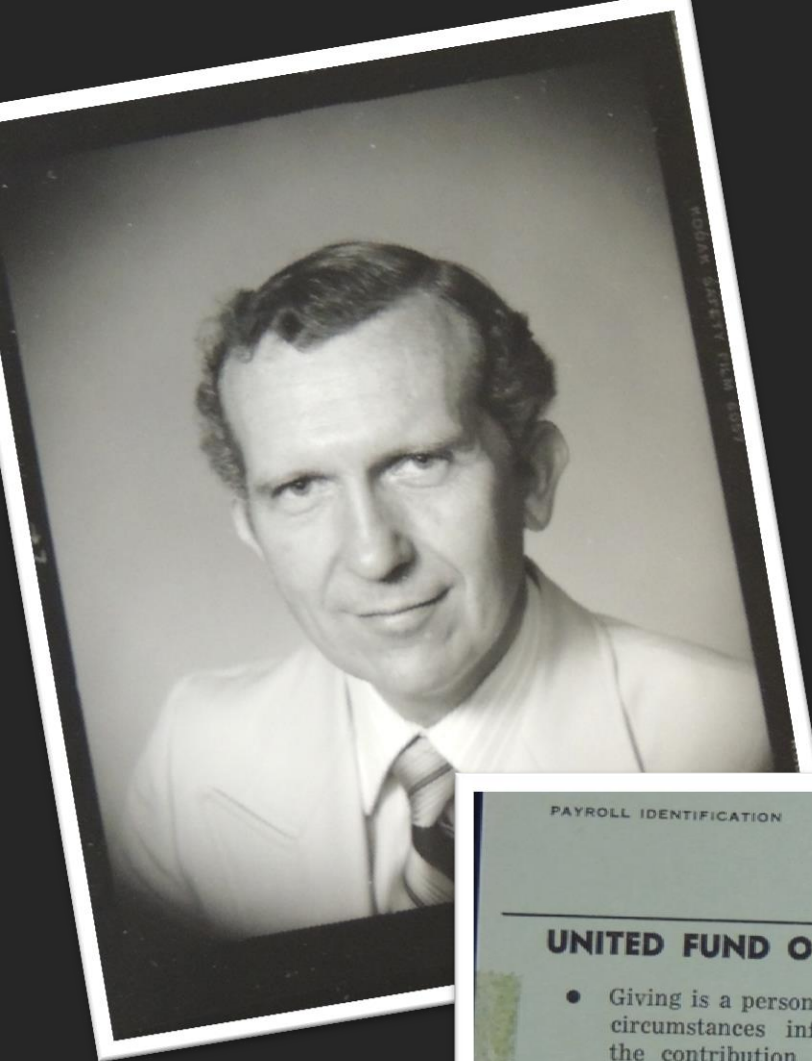
Name _____
Firm _____
Home Address _____
(type or print employee's name above)


In response to human needs I pledge to the 1970 UNITED FUND CAMPAIGN:
(COMPLETE A, B or C)

"For Payroll Deduction"		"For Direct Payment"	
<input checked="checked" type="checkbox"/>	A. <i>My Fair Share</i> as shown on the attached card and according to my employer's payroll deduction plan until such time as cancelled or modified in writing by me.	<input type="checkbox"/>	C. TOTAL PLEDGE \$ _____ <small>(see Fair Share guide) (not for Payroll Deduction)</small>
OR	B. <input type="checkbox"/> A pledge of \$ _____ per pay period, a total of \$ _____	Paid now \$ _____ Remainder to be billed by U. F. office \$ _____	
		mon. <input type="checkbox"/> qtrly. <input type="checkbox"/> semi. <input type="checkbox"/> other <input type="checkbox"/>	

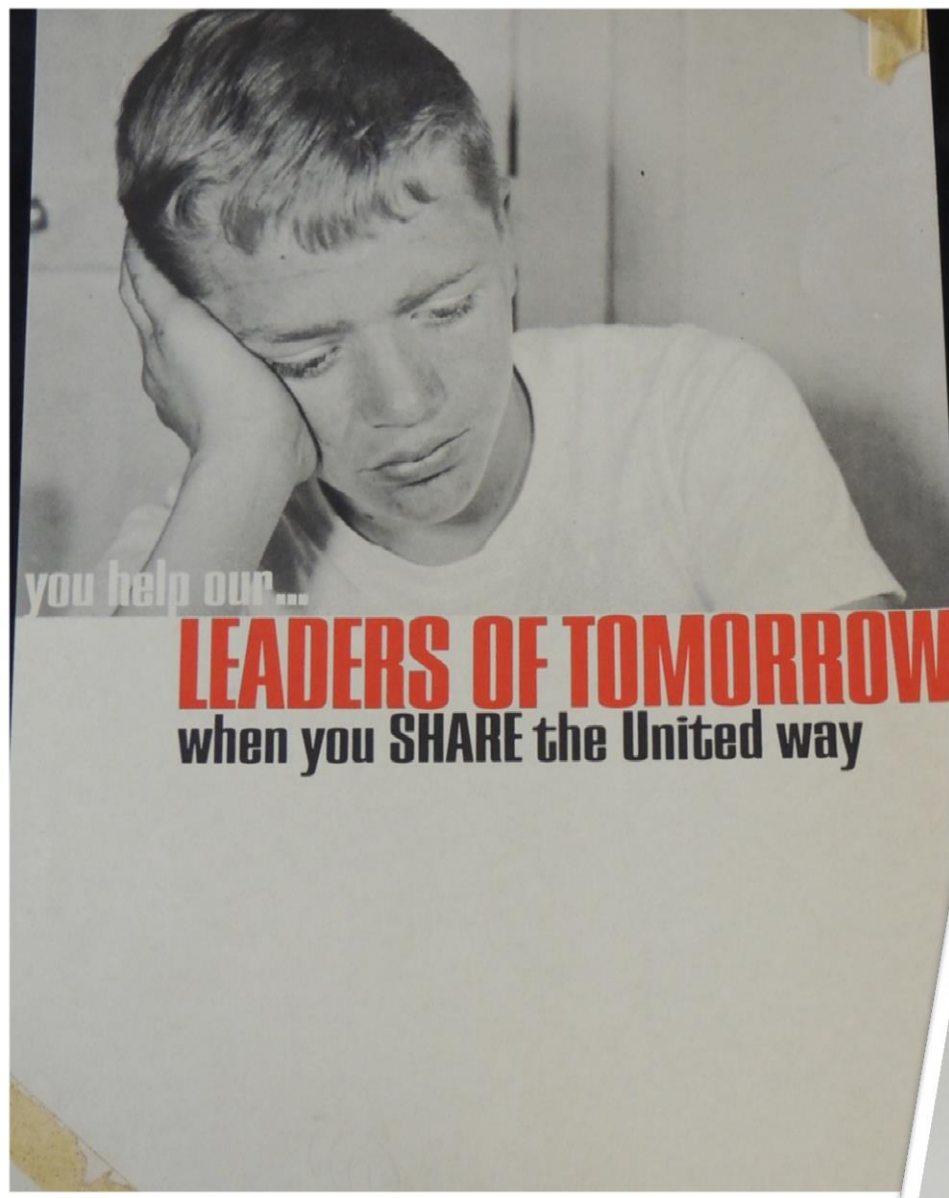
Date _____ Signature _____





PAYROLL IDENTIFICATION	NAME AS SHOWN ON CHEQUE	DEPARTMENT	BRANCH	PAY OFFICE						
UNITED FUND OF GREATER SAINT JOHN, N. B. — FEDERAL SERVICE DIVISION										
<ul style="list-style-type: none"> Giving is a personal matter and individual circumstances influence the amount of the contribution. Your community needs and is grateful for every donation. Please be as generous as you possibly can. 					<ul style="list-style-type: none"> Minimum deduction is 25c Deductions begin in December The amount of your contribution will be entered on your statement of earnings for income tax, thus, an official receipt will not be issued. 					
<p>I PLEDGE TO THE UNITED FUND OF GREATER SAINT JOHN INC.</p> <p>WHOSE AGENCIES ARE OF BENEFIT TO ME AND MY COMMUNITY.</p> <p>DATE _____</p>		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">I AUTHORIZE 26 DEDUCTIONS OF</td> <td style="width: 20%; text-align: right;">\$</td> </tr> <tr> <td style="text-align: right;">FOR A TOTAL OF</td> <td style="text-align: right;">\$</td> </tr> <tr> <td colspan="2" style="padding-top: 10px;">DONOR'S SIGNATURE _____</td> </tr> </table>			I AUTHORIZE 26 DEDUCTIONS OF	\$	FOR A TOTAL OF	\$	DONOR'S SIGNATURE _____	
I AUTHORIZE 26 DEDUCTIONS OF	\$									
FOR A TOTAL OF	\$									
DONOR'S SIGNATURE _____										





you help our...

LEADERS OF TOMORROW
when you **SHARE** the United way



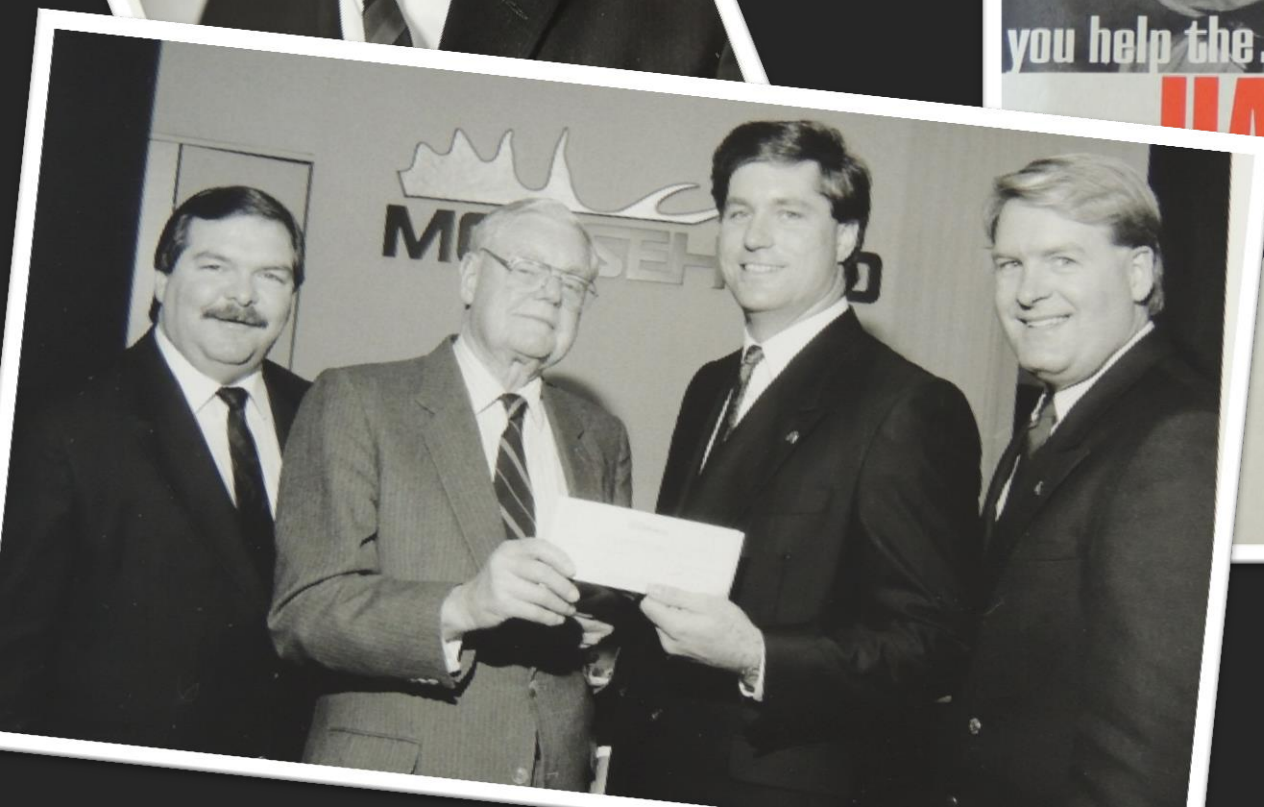




you help the...

HANDICAPPED

you SHARE the United way





you help to...

HOLD HOMES TOGETHER

when you SHARE the United way

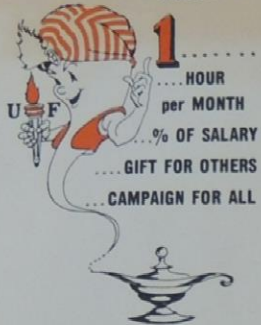
NEW AGENCIES ARE NOW NEW MEMBERS
OF THE UNITED FUND - MAKING 22 AGENCIES
IN ONE APPEAL. PLEASE HELP A BIT
MORE.

IT'S A BIGGER **U** THIS YEAR
FOR RETARDED CHILDREN, MULTIPLE SCLEROSIS,
KINGS COUNTY CHILDRENS AID.





THE MAGIC



A FAIR SHARE YARDSTICK for EMPLOYEE GIVING for

HELP YOUR EMPLOYEES GIVE THEIR FAIR SHARE

Let's Figure YOUR Firm's Fair Share Employee Goal

STEP 1

Your total number of employees _____

Multiply by _____ 80%

Results step one _____

STEP 2

Average hourly rate in your firm _____

Multiplied by _____ 12 months

Results step two _____

STEP 3—Summary

Results of step one _____ Multiplied by

Results of step two _____

YOUR EMPLOYEE FAIR SHARE GOAL \$ _____

YOUR EMPLOYEE - EXECUTIVE GIVING RECORD FOR THE PAST YEAR.

Total number of employees _____ Average gift _____

Per cent of employee giving _____

Per capita gift _____

WORK AREA

Encourage your employees to give on the
year round payroll deduction plan.

Give all your employees the opportunity to
see the locally produced 8 mm. film of U. F.
agencies. It's only 10 minutes long. Or have
a speaker who will be able to bring out all
the facts.

Call your United Fund Office, 693-2684 now
to schedule the film and for speaker.

YOU Are The Key To Success



Thank You







**YOUR ONE GIFT FOR
22 AGENCIES**



**WORKS WONDERS
ALL YEAR LONG**



\$296,840



**IS GREATER
SAINT JOHN'S
UNITED FUND GOAL**



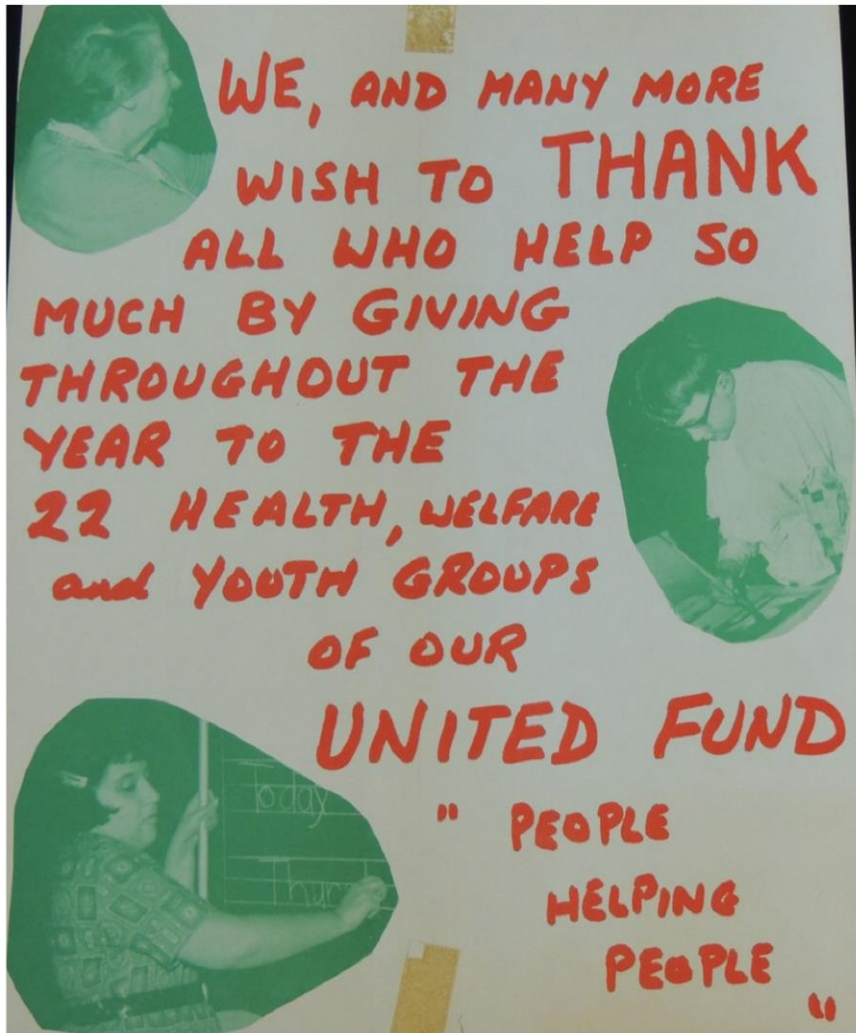
IT'S TIME TO SHARE ...

the United Way

...WITH YOUR FAIR SHARE

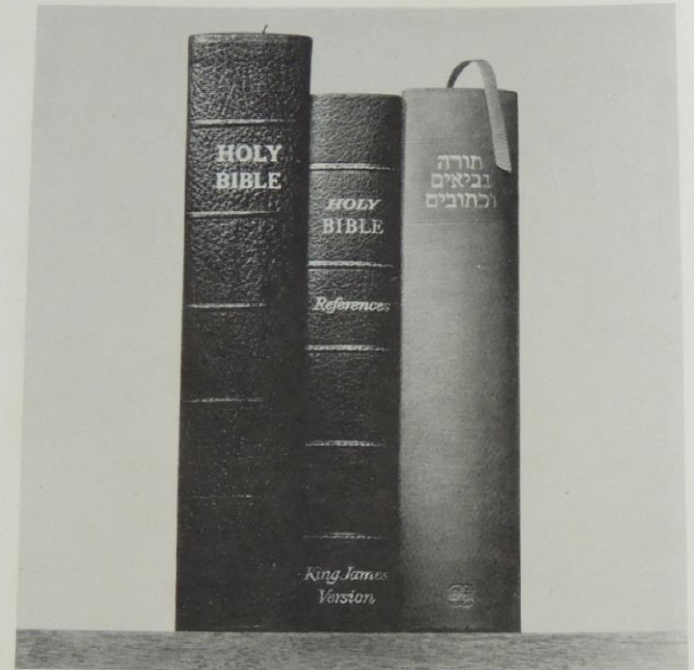








The Most Compelling Reasons To Give
The United Way Are Found Here:



The United Fund provides through its 22 Agencies 65 special individual services — services which can and will be used by you and me, our families and the people we come in contact with every day.

I sincerely believe that each and every one of us has a duty to see that the United Fund Agencies have the dollars to fully carry on their work. We need everyone's wholehearted support.

J. A. MacMurray
General Campaign Chairman
1964 United Fund Campaign



WHERE
TO
TURN

For Help

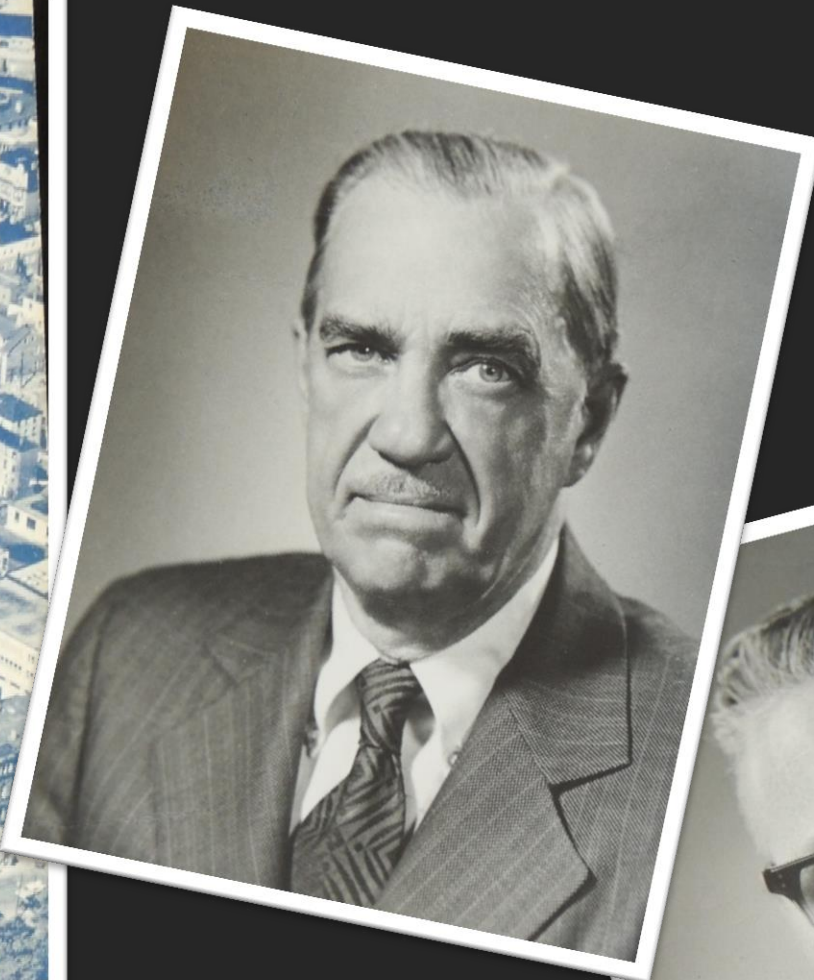
The Member Agencies
of the

UNITED FUND
OF GREATER SAINT JOHN

10 King Street

Telephone 693-2684

"PEOPLE HELPING PEOPLE"



A MARINE MIDLAND BANKER'S POINT OF VIEW

NO. 10, OCTOBER, 1964 • MARINE MIDLAND CORPORATION • BUFFALO, NEW YORK



A BANKER LOOKS AT THE UNITED WAY

The Case For Unified Fund Drives

by Robert S. Scheu



ROBERT S. SCHEU
*President,
The Marine Trust Company
of Western New York*

Not long ago another United Fund volunteer and I visited the new president of a sizable Buffalo firm and asked him to help us solicit a few corporate gifts on behalf of the current Torch Drive.

Although personally a generous contributor, his response was: "I have just one job, that is to make money for the stockholders of this company. It is my sole responsibility."

Here was a relatively young man who had been concentrating on getting to the top of his organization — but it was hard for us to believe that a man of his intelligence and undoubted ability could have reached the executive suite without some exposure to the philosophy of community service, especially the sound, business-like concept represented by the United Way.

United Funds, Community Chests or Community Welfare Councils are names of similar organizations which exist to raise funds in one cooperative campaign for both the local and national agencies serving the health and welfare needs of their communities. Beginning shortly before World War I and growing steadily since, in 1963 some 2,200 United Funds and Community Chests raised more than \$540,000,000 to support 34,500 voluntary health and welfare agencies. It is estimated that nearly four million volunteers helped raise this money and budget it among service organizations throughout the nation.

After long discussion he was finally convinced that he had a wider responsibility; that much is owed to the community in which he lives and works, and from which his company draws the men and women to keep his factory running. He is now a hard working volunteer, and is, as a matter of fact, taking a keen delight in tackling some of our more difficult prospects.

But the experience set me thinking about the United Way or more particularly, the businessman's attitude toward it. Why do we as businessmen give our time, our money and our service to this cause, and encourage our employees to do so?

My concern deepened as I began to review the problems — some old, some new — which confront Community Chests and United Funds. Here are a few of these problems.

Separate Health Drives

In recent months there has been a renewal of attacks on the United Way concept. These attacks have taken the forms of mailings to physicians, speeches circulated widely to business leaders, articles in publications directed to doctors, and special pamphlets for health agency volunteers.

Among the arguments advanced are these:

(1) "The United Way raises less money." The record does not support this argument. Since 1959 United Funds have increased their annual income by 27%. Few independent drives can match this record. For example, one of the major independent health agencies during the same period increased its income by less than 9% and in 1963 raised less money than in 1962. And in several areas where separate campaigns have withdrawn from United Funds, they have suffered considerable loss in income while the United Funds went right on increasing.

(2) "The separate health drive is a major force for health education, as volunteers distribute printed



WE GIVE OUR FAIRSHARE THE UNITED WAY

(TEAR OFF AND SCOTCH-TAPE TO YOUR WINDOW)

MEMBERSHIP CARD AND PLEDGE

This certifies that

_____ has pledged to the support of the UNITED FUND and is a voting member of the Fund.

PLEDGE \$ _____

Your Volunteer Canvasser

Date _____

WHEN YOU GIVE "A FAIRSHARE" — HOUR'S PAY PER MONTH
THAT HOUR, ALONG WITH THAT OF MANY OTHERS WILL HELP TO

- mend a broken home or bring a nurse to someone who is sick.
- provide an outing for a mental patient or collect a pint of life saving blood.
- come back to our children who are learning to swim and save lives.
- teach a retarded child to handle tools or teach leadership in youth groups.
- restore a blind person to help himself or enable research for many diseases.

THE PERSONAL SERVICE OF TRAINED
AND DEDICATED WORKERS WILL MAKE

Your Gift Work Many Wonders

WHEN YOU GIVE YOUR "FAIR SHARE" THE UNITED WAY

MORE FACTS TO HELP YOU DECIDE

I PAY FOR MY KIDS — WHY SHOULD I GIVE?

Agencies which can, charge fees according to the ability of the client to pay, based on a graduated scale. The basic premise is that those who can well afford to pay for services should. Services are never denied to those who can't pay. If fees were not collected from those well able to pay the cost of service, the United Fund would have to raise a great deal more money.

I CAN'T AFFORD TO GIVE!

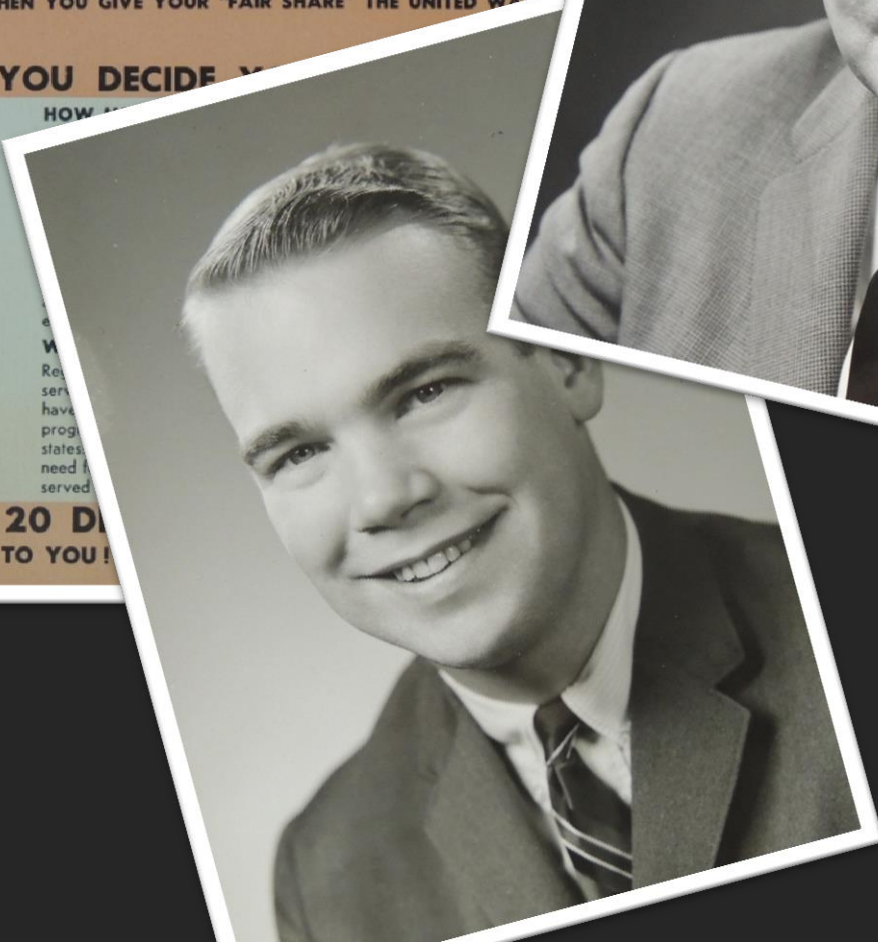
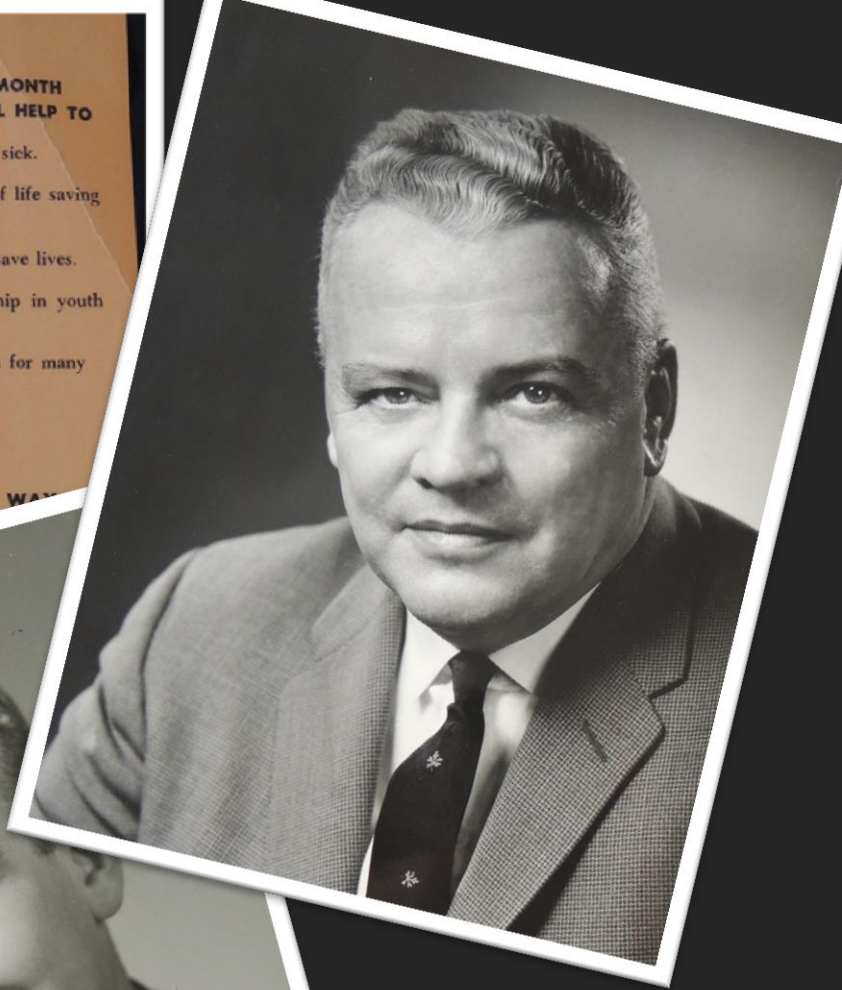
Let's think this over. Do you mean you can't give anything or can't give what might be considered your "Fair Share"? Only a few cents a day (two minutes of pay) or an hour's pay a month adds up to "Fair Share" giving. This small sum may well mean hope for a sick child, a comforting assist to a family in distress or life itself to the victim of a dread disease; it can mean saving a life through water safety or first aid. Surely this isn't too much when you can pay it any way convenient to you...over a year's time.

My Wife and I Both Work — SHOULD WE BOTH GIVE?

Yes, if you give according to your earnings, your combined gifts will be a fair share, based on your total income. Every wage earner is asked to make his own pledge.

1967 CAMPAIGN GOAL FOR 20 D

THE NEXT MOVE IS UP TO YOU!





Employees Payroll Deduction Authorization

NAME: _____

DEPARTMENT: _____ SECTION: _____

CASH PAID: _____ TEAM: _____

\$ _____

I Want To Pledge My **FAIR SHARE** →
 The UNITED FUND OF GREATER SAINT JOHN

PER PAY ☐ PER WEEK ☐ PER MONTH ☐ PER ☐ OTHER _____

hereby authorize my employer to deduct from my salary, and pay to the UNITED FUND of GREATER SAINT JOHN.

SIGNATURE OF EMPLOYEE _____

CANVASSER'S SIGNATURE _____

UNITED FUND — 10 KING STREET, SAINT JOHN, N. B.

NO ONE CAN TELL YOU WHAT TO GIVE

But many people would like to know what others give.

The table is the result of a study of the giving of some thousand people. It can be a guide for you to select your FAIRSHARE PLEDGE.

WEEKLY	
SALARY	PLEDGE
\$30	20c
40	25c
50	30c
60	35c
70	40c
80	50c
100	65c
150	1.00

REMEMBER
 YOU PLEDGE ONCE FOR
**MANY AGENCIES IN
 ONE CAMPAIGN**
 SERVING YOU, YOUR
 FAMILY AND YOUR
 NEIGHBOURS

40,000 PEOPLE
 ARE SERVED BY THE
 HUMAN - CARE
 AGENCIES
 OF YOUR
**UNITED FUND OF
 GREATER SAINT JOHN**

YOU SHOULD KNOW ABOUT YOUR UNITED FUND

WHO BENEFITS FROM UNITED FUND ?

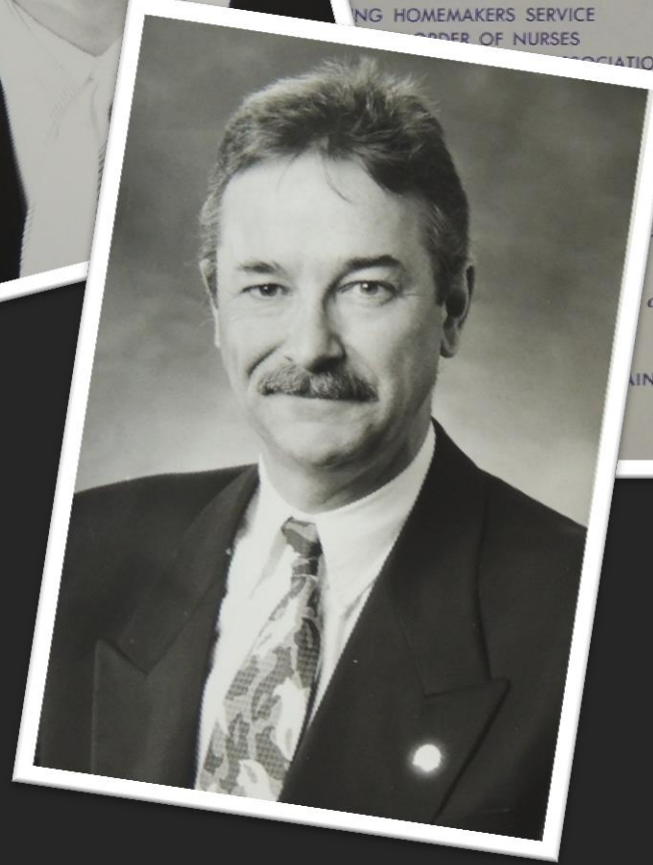
You and every other Greater Saint John Area Citizen benefits through a healthier, happier community in which to live and do business. In addition, direct service benefits go to thousands of men, women & children.

WHY AREN'T ALL DRIVES INCLUDED ?

is open. Some want in, others don't. However the United Fund agency to join. Some appeals cannot meet the United standards of budgeting and administration. United Fund according to rules set as fair to all and the contributing final judge.

ARE YOUTH SERVICES HELPED ?

it is better to make good citizens than to repair the effects of defect. United Fund youth services are founded on the principle that prevention is better than cure. With every youngster set right today, we save lives as well as thousands of dollars compared to the cost of keeping criminals in public institutions.



Agencies serving you and your family

BOYS' AND GIRLS' CLUB
BOY SCOUTS OF CANADA
CANADIAN ARTHRITIS AND RHEUMATISM SOCIETY
CANADIAN ASSOCIATION FOR RETARDED CHILDREN
Saint John Branch
CANADIAN ASSOCIATION FOR RETARDED CHILDREN
Rothesay Branch
COMMUNITY CAMPS ASSOCIATION INC.
CANADIAN MENTAL HEALTH ASSOCIATION
CANADIAN NATIONAL INSTITUTE FOR THE BLIND
CANADIAN RED CROSS SOCIETY
CEREBRAL PALSY FOUNDATION
FAMILY SERVICES SAINT JOHN INC.
HOME FOR THE AGED
JOHN HOWARD SOCIETY
MULTIPLE SCLEROSIS SOCIETY
SAINT JOHN AMBULANCE
SOCIAL SERVICES COUNCIL OF GREATER SAINT JOHN
SENIOR HOMEMAKERS SERVICE
SOCIETY OF NURSES
ASSOCIATION
ON

0,000

of Your Concern.

SAINT JOHN INC.
657-5970

If you
don't do it,
it won't
get done.

GIVE THE UNITED WAY



search and see
if there is not
some place where
you may invest
your humanity.

Albert Schweitzer

Thanks
for coming
aboard.

We're shoving off
Getting up speed -

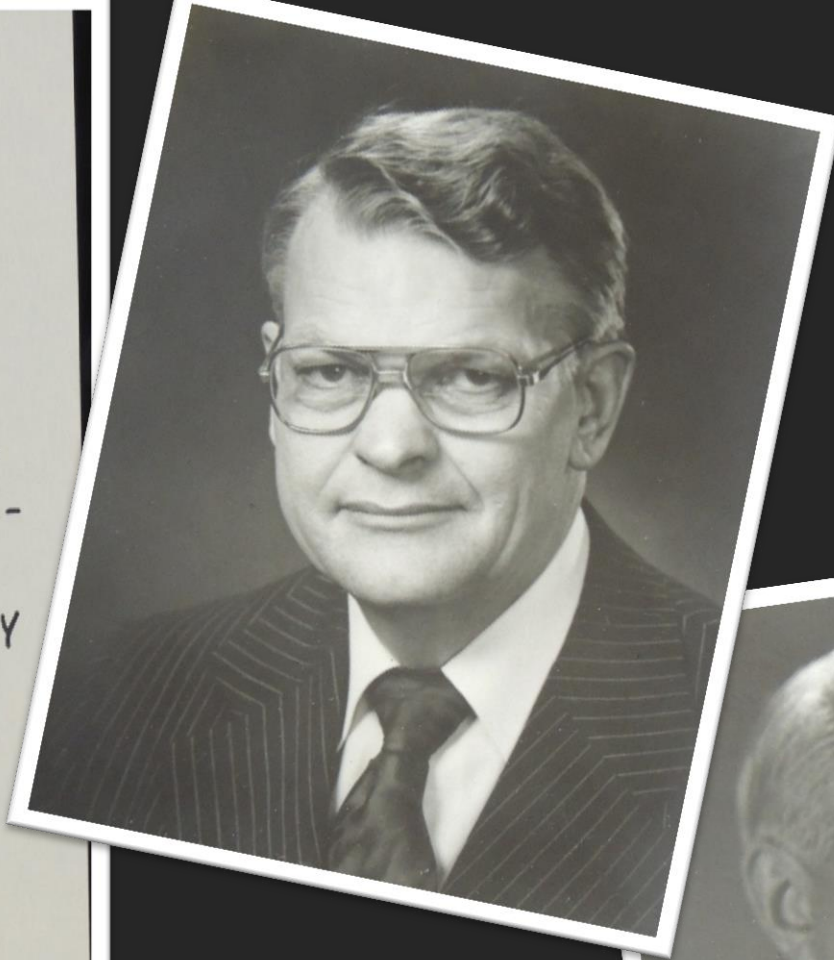
For a United
Fund Victory
in 1971



Fred Turnbull

COMMANDER
1971 UNITED FUND
CRUSADE

FULL STEAM AHEAD!





Programs for People

Here are your
UNITED FUND SERVICES,



serving you and your neighbors
365 days of each year



Please Pledge

YOUR FAIR SHARE



and
RESPOND
to
REALITY

CON.
GRAT.
ULA.
TIONS

on your new job...





WHO DO OUR UNITED FUND AGENCIES HELP? The aged and infirm and lonely; the blind and the crippled and other handicapped persons; those lying gravely ill in hospital for whom timely blood transfusions can mean the difference between life and death; young people in trouble; men and women discharged from prison or penitentiary; families with financial and emotional problems; the mentally ill and convalescent; retarded children and those born with brain injuries; people in urgent need of home nursing care; families that have lost all of their possessions by fire; people afflicted with multiple sclerosis; youngsters whose parents cannot afford to send them to summer camp or pay for other forms of organized recreational activities — in fact, people of all walks of life who can benefit from services which are not otherwise available to them.

THEN, WHY SO MANY PICTURES OF LITTLE GIRLS WITH THEIR DOLLS? The 20 member agencies of the United Fund provide such a wide range of services (we counted 112 recently, but probably missed one or two), that it is altogether impossible to embrace them all in a single symbolic photo. So we decided to focus your attention on just one tiny segment of the people who are helped, in the hope that you will open your heart to all.

Fred J. Roderick

FRED J. RODERICK
1967 Campaign Chairman
United Fund of Greater Saint John



ATER SAINT JOHN INC.

20 Agencies in 1 Appeal Need
\$321,775

RETARDED CHILDREN (SAINT JOHN)	RED CROSS
MENTAL HEALTH ASSN.	BLIND
ARTHRITIS AND RHEUMATISM	MULTIPLE SCLEROSIS
BOY SCOUTS	FAMILY SERVICES
ST. JOHN AMBULANCE	Y. W. C. A.
HOME FOR AGED	COMMUNITY CAMPS ASSN.
Y. M. C. A.	CONSUMPTION PROTECT
BOYS & GIRLS CLUB	CEREAL PAL
VICTORIAN ORDER NURSES	RETARDED CHILDREN (IR)
JOHN HOWARD SOCIETY	S. S. C.



UNITED FUND
OF
GREATER SAINT JOHN
INC.



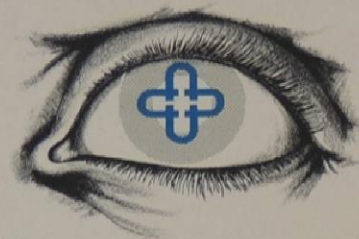
people
helping
people

DIRECTORY OF SERVICES





YOU'LL "SEE" FULL VALUE



FROM YOUR GIFT
- THE UNITED WAY -

1970 GOAL - \$380,000

The United Way . . .

- substitutes order for chaos of separate appeals.
- guarantees effective use of funds.
- conserves time and energy of volunteers.
- eliminates wasteful and costly competition of separate campaigns.
- gives the community an accounting of stewardship.
- guarantees the contributor that the funds will be spent according to the total relative need of the community.

YOUR help through the United Fund means . . . protection and care for children in need of love and help . . . friendly assistance and expert guidance to steady and strengthen family life and to mend broken homes . . . health protection and health . . . character development through happy

United Fund AGENCIES serving you

RETARDED CHILDREN
RED CROSS
MENTAL HEALTH ASSOCIATION
BLIND
ARTHRITIS AND RHEUMATISM
MULTIPLE SCLEROSIS
BOY SCOUTS
FAMILY SERVICES
ST. JOHN AMBULANCE
Y. W. C. A.
HOME FOR AGED
COMMUNITY CAMPS ASSOCIATION
Y. M. C. A.
BOYS & GIRLS CLUB
CEREBRAL PALSY
VICTORIAN ORDER OF NURSES
JOHN HOWARD SOCIETY

GUIDELINES TO MORE EFFECTIVE LABOR-UNITED FUND COOPERATION

How United Funds, Chests and Councils are
building a better working partnership
with organized labor

UNITED COMMUNITY FUNDS AND COUNCILS OF AMERICA
345 East 46 Street, New York 17, New York





LET'S DO IT
AGAIN!!

... A SUCCESSFUL

UNITED FUND DRIVE
for the
METROPOLITAN DIVISION

1969 GOAL
\$367,285.

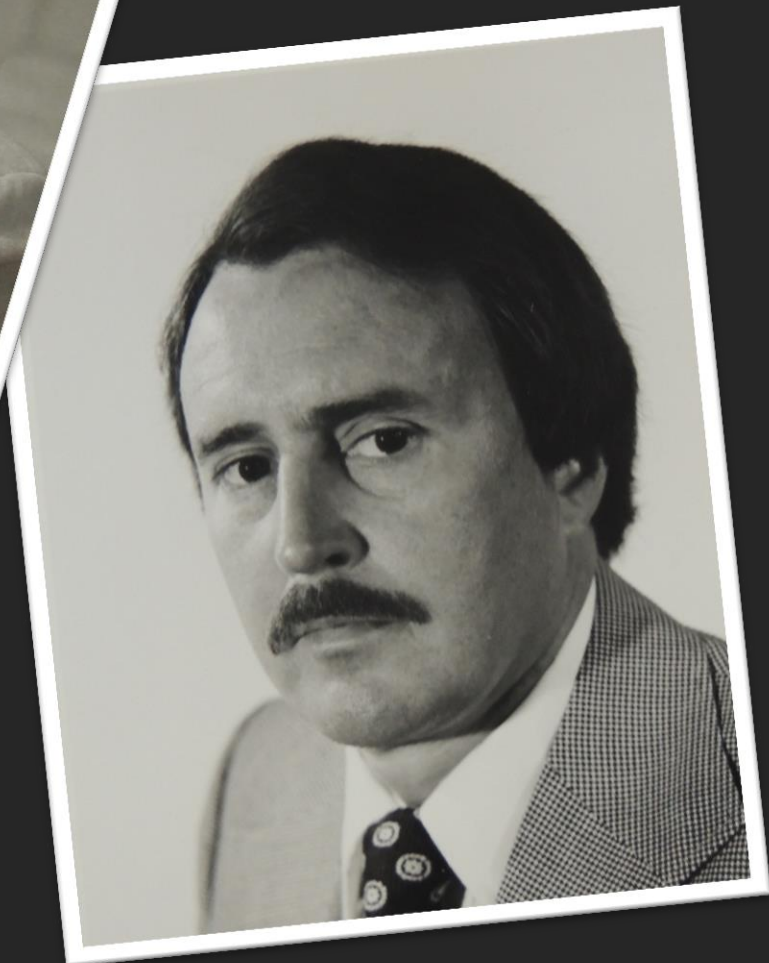


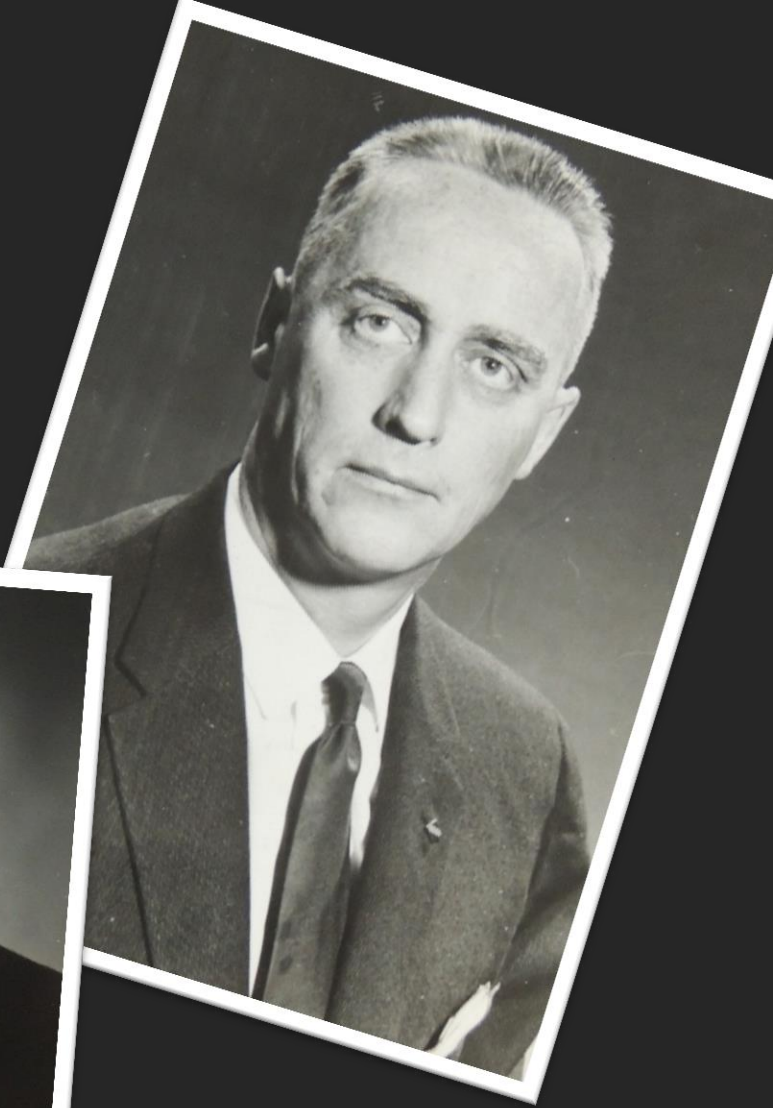
ALL GOOD GUYS
GIVE THEIR FAIR SHARE
THE UNITED WAY



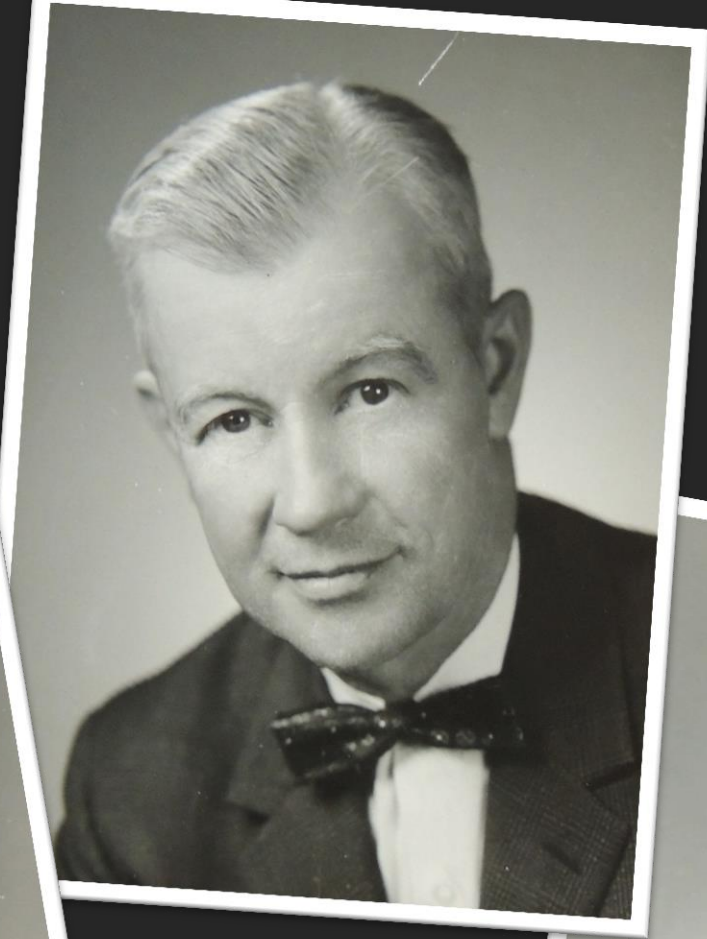
Give with
all your
heart

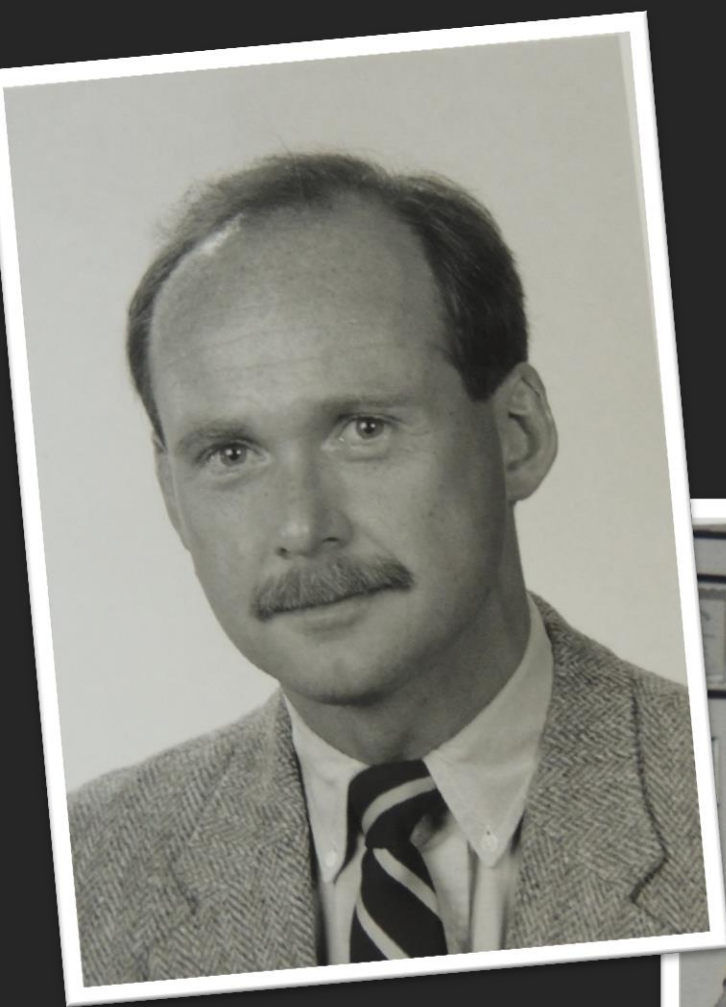
**Your Generosity
Means So Much**

















OSE at-
meeting
eatty Ho-
ast even-
art of the
antic Con-
community
ncils were,

Bannon, Moncton; Mrs.
C. R. Task, president of
the Saint John YWCA;
Jack Ambler, Charlotte-
town, representing the
Prince Edward Island
United Fund; Major G.
R. MacFadyen, Frederic-
ton, N.B.

Area Headquarters; H. H.
Edmison, Toronto, chair-
man, funds and councils
division, Canadian Wel-
fare Council; Cmdr. P. K.
Wilton, Sydney, N.S., and
A. R. Jackson, Halifax.
Mr. Edmison was guest
speaker at the dinner meet-

ing, his subject being "The
Role of the Volunteer."
The conference opened
at the hotel yesterday morn-
ing with Peter L. Wood
of Saint John as chairman.
It continued through
yesterday and will end
noon today.

