UNITED GIVERS FUND CAMPAIGN COMMENCES

The first United Givers Fund Campaign got off to a flying start at NIH last week at a meeting held in the CC auditorium. Highlights of the meeting of the keymen and NIH committee members included entertainment by a barbershop quartet, and speeches by Surgeon General Leroy E. Burney and NIH Director James A. Shannon.

Dr. Burney and Dr. Shannon explained how the United Givers Fund Campaign is the result of a study made by the Office of the President’s Adviser on Personnel Management and of the interest of the various volunteer agencies in the Washington metropolitan area. The plan has been recommended to all Government departments and agencies by the President and takes the place of the various drives and appeals that have been made at NIH in the past.

UGF Extra

The United Givers Fund plan was described by Surgeon General Burney as one which should appeal to campaign workers and contributors alike. “It is particularly acceptable, I know, to the people of NIH who for the past several years have recommended and supported the idea of a single fund-raising drive as being more efficient and less demanding on the time and energies of campaign workers and the patience of potential contributors,” Dr. Burney said.

The Surgeon General pointed out that although HEW and PHS people are dedicated to programs for the maintenance and improvement of the social and economic welfare of the American people, they are aware that in our society there are related community services which are best provided on a voluntary basis.

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UGF Is the Answer

No. 1 in a Series

The United Givers Fund Campaign, now being conducted among all NIH employees to raise a quota of $52,007 by October 31, is the closest answer to the desire of our people for a single-package, once-a-year fund-raising drive.

NIH has been a prime supporter of the one-drive idea, and has pushed for it for the past two or three years. Heretofore there have been two organized drives with set quotas: the American Red Cross drive in the spring, and the Community Chest drive in the fall. At various other times during the year NIH personnel were solicited for donations to such things as the heart fund, the cancer fund, the polio fund, etc.

The United Givers Fund plan, adopted by the Department of Health, Education, and Welfare at the President's suggestion, is this:

1. There will be one drive a year on an organized basis with keymen appointed to solicit cash contributions or pledges, and a quota to be met. This drive will be for 132 community service agencies in the National Capital area including the Community Chest group and the American Red Cross.

2. During a designated period (probably six weeks) at another time of the year, certain agencies not in the UGF plan (some because they are not eligible) will be permitted to circularize our laboratories and offices with their announcements and solicit cash contributions. For this group there will be no organized drive, no keymen appointed, no quotas set and no pledges considered.

An important feature of the UGF campaign is that gifts or parts of gifts designated to go to a specific agency in the participating group will go to that agency even if its quota is oversubscribed. Since the entire amount so designated will go to the agency, it is suggested that contributors permit a part of their donation to go to the central UGF fund to help pay the carefully controlled overhead expenses of the drive.

Another important point is that the UGF campaign is run by the givers and not by the agencies receiving the gifts.

It is hoped that this plan will be acceptable to everyone. It is believed to be an efficient and just plan, which reduces the frequency of solicitation and the demand on the time of keymen and others involved in putting on these drives. At the same time it does not exclude those health and community services to which many people may desire to contribute, but which have either elected not to join UGF or are not eligible to join because of the nature of their worthy programs.

### UNITED GIVERS FUND QUOTAS

| Division of Biologies Standards | 158 | $331,010 | 2.65214 | $1,379 |
| Clinical Center | 1349 | 1,813,932 | 14.53370 | 7,559 |
| Division of Research Services | 709 | 1,283,799 | 10.28613 | 5,350 |
| Division of Business Operations | 557 | 822,341 | 6.58881 | 3,427 |
| Division of Research Grants | 150 | 380,164 | 3.04597 | 1,584 |
| Office of the Director | 30 | 162,517 | 1.30213 | 677 |
| NCI | 684 | 2,148,107 | 17.21120 | 8,951 |
| NIMH | 342 | 1,188,994 | 9.52653 | 4,954 |
| NHI | 344 | 1,122,983 | 8.99764 | 4,679 |
| NIDR | 89 | 311,302 | 2.49423 | 1,297 |
| NIAMD | 381 | 1,416,655 | 11.35061 | 5,903 |
| NIAID | 263 | 854,348 | 6.84526 | 3,560 |
| NINDB | 195 | 644,177 | 5.16565 | 2,687 |

**Total:** 5,251 | $12,480,869 | **100.0000** | **$52,007**
A working team of over 300 people has been organized to conduct the initial United Givers Fund campaign to raise a quota of $52,007 at NIH by the end of October.

Instead of a single chairman, as in the case of the separate drives conducted in the past, there are four co-chairmen. They are: Dr. R. H. Felix, NIMH Director; and C. E. Mills, Executive Officer, NIMH; Dr. John R. Heller, NCI Director; and Robert E. Learmouth, Executive Officer, NCI.

In addition, there is a campaign chairman for each Institute, Division, or major activity at NIH. These are: Esther Deel, immediate office of Director, NIH; Billy Sadesky, Division of Business Operations; Dr. R. H. Felix, Division of Biologies Standards; Dr. Stephen Hatchett, Division of Research Grants; Grant Riggle, Division of Research Services; Phil Simon, CC; Dr. Milton Wittman, NIMH; Mrs. Hazel Rea, Concessions; Dr. Israel Light, NCI; Robert Grant, NIH; Kenneth Brown, NIAID; John Fitzgerald, NIRD; Eckart Wipf, NINDB; Dr. Floyd S. Daft, NIAMD.

O. Hauck, Division of Business Operations, heads a committee on quotas; John Finch, of the same Division, collections; James R. Kiesley, Information Office, NCI, publicity, and arrangements for keymen's kickoff meeting; Bob Campbell, NIMH, material distribution; Celeste Vasco, NCI, messenger service. On the Publicity Committee are also William Carrigan, SRB, and Frank Barden, Information Office, NINDB, as vice-chairmen; Roy Perry, Photographic Section; Inez demonet, Medical Arts Section; Dan Rice, SRB; Kay Swan, NINH Record; and Dorothy Horlander, Special Events.

Mrs. Mary B. Calley, NCI, is general secretary for the campaign.

Following is a list of the keymen for the campaign:


Dr. Francis Abinanti, George Brust, Dr. James Crawford, Early Dillehay, Dr. Bernice Eddy, Dr. George Hattie, Virginia Hilt, Kenneth Painter, Dr. Margaret Pittman, Thomas F. Probye, and Dr. John Tripp, all of Division of Biologies Standards.


David Abraham, Elaine Adams, Juhie Artist, Clara Irene Barber, Barbara Beard, Eleanor Brown, Jean Brown, Mary Byrd, Mary Lou Campbell, William Campbell, Mrs. Elizabeth Cawonson, Charlie Chandler, Helen L. C.la, Margaret Cook, Alexander Davis, Cecile Ford, Colon Floyd, Lawrence Ford, Katherine E. Gibbs, Richard Hall, Leo Hot, Lilian Harrington, James Kellum, Jane Kendall, Mary Jane Kennedy, Elaine Koch, Elizabeth Koenig, John Kuster, Anne Lindsay, Arlene Ludwig, Eleanor Marshall, Martha Mierswinski, Dora Olson, Roberta Peay, Foy Povich, Gertrude Roman, Modelline R. Rudd, P. Simon, A. Snyder, Arlene Stepney, Arminia Stur, John Summerour, Rute Turner, Carolyn Turner, and Lilian S. Wardan, all of the Clinical Center.

Hattie Arnold, Julius Axelrod, Dr. Nancy Boyley, Dr. Joseph Bobbitt, Dr. John D. Campbell, Dr. Diula Cantoni, Lucy Chaconas, Daniel Clink, Dr. David R. Davies, Samuel Greenhouse, Edward Grover, Dr. William Hollister, Dr. Isabella V. Kendig, Dr. Marian W. Kies, Dr. Alan Miller, Robert Motley, Dorothy Oest, Dr. Morris B. Perl, Dr. Seymour Perlin, Dr. William Pollock, Earl Pollock, Dr. C. V. Ramana, Marguerite Ray, Hazel Rea, Dr. Horrilt Rheingold, Dr. Holdor Roswold, Dr. Louis Sokoloff, Hamilton P. Stillwell, Louis Wierczkowski, Harvey Wiener, and Dr. Milton Wittman, all of National Institute of Mental Health.

Joseph Albrecht, Peter Boyle, George A. Brandner, Dr. Ray Bryan, Foster Burnett, Dr. Donald Chakley, Olga Collier, Nellie Cooper, Dr. Al J. Dalton, Dr. Lucia Dunham, Dr. Virginia Evans, Dr. John Fehey, Mary Federline, Janet Fisher, Dr. Clifford Grobbstein, Mrs. Norman Golumbic, Dr. J. R. Hailer, Robert E. Learmouth, Edna May Laves, Agnes Little, Walter Magruder, Nathan Mantal, Dorothy Matthews, Dr. Charles Maxwell, Dr. Benno Milman, John J. Murphy, Adrian Parrell, Dr. David Rall, Dr. William Schatten, Owen Scott, Dr. James Stengle, Anna Stotler, Louise Stubbs, Robert Swain, Dr. Richard Swann, Dr. Louis Thomas, Dr. Donald Tschudy, Rode Weinberg, Dr. John Weisburger, Dorothy West, Betty Whitaker, and Dr. Mark Woods, all of National Cancer Institute.

Dr. John Brunk, Dr. Leo Gaudett, Dr. Murray Goldstein, Dr. Howard Goodman, Tovia Gordon, Robert E. Goman, Robert Grant, Dr. Robert Hyatt, Dr. Barbara Kalcker, James Manahan, Dr. Gertrude Quina, Diana Redd, Dr. Richard Sanders, Dr. Wendell Stainsby, Dr. Charles Sweeley, Dr. Elwood Titus, and Dr. Henry Wagner, all of National Heart Institute.

Jeni Aitiss, Kenneth H. Brown, Dr. William B. DeWitt, Dr. James Johnson, Dr. Donald Kayhoe, Dr. George Loney, Dr. George Luttermoser, Marilyn Popham, Dr. Leon Rosen, Dr. Norman Saltman, Mary Schroeder, Rosalie Silverburg, and Dr. John Tobie, all of the National Institute of Allergy and Infectious Diseases.

Helen Bradfield, Tom Elgin, J. Fitzgerald, Barbara Hayes, William Poole, and Mary H. Pugh, all of National Institute of Dental Research.

Dorothy Bradley, Patricia A. Grimes, Ruth Mary Harter, William B. Matthews, Robert E. Motley, Joyce O'hooler, Mary A. Sadd, and Eckart Wipf, all of the National Institute of Neurological Diseases and Blindness.

Dr. E. Anderson, Dr. L. Asburn, Dr. F. Braddock, Dr. G. Brecher, Dr. J. Bunin, Dr. Floyd S. Daft, Dr. H. Fletcher, Jr., Dr. O. Hayashi, Dr. B. Horecker, Dr. H. Kalcker, Dr. K. Kerenetsky, Dr. K. Koli, Dr. R. Little, Mrs. H. Martin, Dr. E. May, Dr. O. Mickelson, Dr. E. Mosettig, Dr. J. Rall, Dr. S. Rosenthal, Dr. K. Schwerz, Dr. H. Specht, Dr. D. Stetten, Dr. H. Tabo, Dr. D. Whaddon, and Dr. B. Witzik, all of the National Institute of Arthritis and Metabolic Diseases.

NIH Spotlight on UGF Campaign

NIH Record

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CAMPAIGN Cont’d

"These are the things that people want to do for themselves in their own communities, according to their own desires and needs," he said. "They are done through voluntary organizations and programs supported by public contributions." He emphasized that the United Givers Fund is run by the givers themselves instead of by the organizations who receive the donations. Every person who contributes to the fund becomes a UGF member and may vote to elect representatives on the Board of Directors which will be composed of Government workers, businessmen, housewives, and representatives of other community interests.

Both Dr. Burney and Dr. Shannon expressed appreciation to the more than 300 keymen who have accepted responsibility for putting the drive over by soliciting contributions and pledges from their fellow employees. "Your interest in doing something more than making your own cash donations to the fund should be an inspiration to all who will be asked to contribute as the campaign goes forward," Dr. Shannon said. The Surgeon General said, "I know full well how much work is involved in these things for the committees and the keymen who put the project over. All of us, as members of this National Capital Community, will always be indebted to people like Dr. Cutler and Mr. Thomas, who head up the UGF campaign for PHS; to Dr. Felix, Dr. Heller, Mr. Mills and Mr. Learmouth, and all of the committee members and keymen at NIH, for their unselfish efforts not only for the good of the community but also for the name and reputation of the service we represent.

UGF IS DIFFERENT

UGF for the first time combines fund campaigns of nationally affiliated agencies such as the Red Cross with local agencies such as the Community Chest agencies.

UGF was started and is run by the givers themselves.

UGF is area wide--one campaign for the whole National Capital area.

You and 132 agencies benefit by raising more money for every participating agency. Experience in 830 communities shows that the united way raises more money for all participating agencies in the consolidated campaign than each can raise separately.

BARBERSHOP QUARTET SINGS FOR UGF

The barbershop quartet sings for keyworkers at the kickoff meeting of the United Givers Fund. William G. Boylis, second from right, is Executive Officer in NIAMD.

GUARD OF THE MONTH PRAISES UGF

Private Grady V. Bryant, who was named Guard of the Month, because of outstanding alertness and capabilities, has high praise for the new once-a-year fund-raising campaign that UGF represents. Mr. Bryant said, "This is the sort of thing that we have all been looking forward to and I'm sure that most people will give more generously since it occurs only once a year."

Mr. Bryant has been a member of the Guard Force since 1955. Before coming to NIH he attended Shaw University, Raleigh, North Carolina, and Howard University. He was born in Columbia, North Carolina.

DR. SHANNON AND DR. BURNEY AID UGF

Dr. James A. Shannon and Dr. Leroy E. Burney give their support to the United Givers Fund Campaign.