UGF DRIVE FOR $63,968 LAUNCHED AT NIH

PHS Surgeon General Leroy Burney, pictured with Mrs. Nancy Titus, keyman for NIDR, at the NIH kickoff meeting for United Givers Fund. More than 300 NIH keymen attended the drive’s opening ceremony held October 2 in the Clinical Center Auditorium.

UNITED GIVERS FUND QUOTAS - 1958

<table>
<thead>
<tr>
<th>Institute or Division</th>
<th>Number of Employees</th>
<th>Quota</th>
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</thead>
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<tr>
<td>Office of Director</td>
<td>37</td>
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<tr>
<td>Division of Business Operations</td>
<td>585</td>
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<td>759</td>
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<td>National Cancer Institute</td>
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<td>10,574</td>
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<td>National Institute of Allergy and Infectious Diseases</td>
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<td>National Institute of Dental Research</td>
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<td>National Institute of Mental Health</td>
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<tr>
<td>National Institute of Neurological Diseases and Blindness</td>
<td>182</td>
<td>2,783</td>
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<tr>
<td>Total</td>
<td>5,624</td>
<td>$63,968</td>
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DR. BURNNEY ADDRESSES KICKOFF MEETING HERE

Surgeon General Leroy E. Burney launched the Second Annual United Givers Fund campaign for 5,624 NIH employees at a kickoff meeting October 2 in the CC Auditorium. More than 300 campaign keymen were in attendance.

The NIH quota for the campaign, to be conducted during October, is $63,968, an increase of 23 percent over last year’s goal.

"This year," Dr. Burney explained, "the United Givers Fund unites the fund-raising campaigns of 140 charitable organizations in the Metropolitan Washington area." He emphasized the degree to which the life and future of these many service organizations depend on the efforts of the UGF keymen.

"As the only quota drive to be conducted in Government this year," he said, "this is the sole opportunity we will have to assume our full share of responsibility for the vital humanitarian service provided by the health, welfare, and recreation agencies of our community."

The once-a-year, single-package effort was praised by Dr. James A. Shannon, NIH Director, who introduced the Surgeon General. "The great saving in time, energy, and administrative cost of more than 100 special fund-raising drives, which this one joint effort represents, is a boon to both giver and recipient," he said.

The UGF campaign at NIH has four co-chairmen whose names are listed with those of other campaign workers in the story on campaign organization in this issue.

(See Kickoff, Page 3)
Ten Answers About United Givers Fund

Q. WHAT IS THE UNITED GIVERS FUND?
A. The UGF is the National Capital Area's greatest annual humanitarian volunteer project. UGF raises money for 140 health and welfare agencies. It has proved to be the best way for a giver to help the most people.

Q. WHY UGF?
A. Givers want to consolidate as many eligible campaigns as possible. Thousands of firms and hundreds of thousands of people in government, in business, and at home want to pledge only once a year for as many campaigns as possible. By saving tremendous amounts of time, energy, and expense caused by separate campaigns, UGF makes more money and energy available for health and welfare service.

Volunteers and staffs of health and welfare services want to be free of major money-raising campaigns so they can concentrate on the services for which they exist—helping people who need help.

Q. WHERE DOES THE MONEY GO?
A. Your pledge, through UGF, provides health education, research, and service in the fields of arthritis, mental illness, retarded children, blindness, multiple sclerosis, deafness, cerebral palsy, and others. Your pledge pays hospital bills for those who can't afford to pay...brings health, comfort, and peace of mind to old people, teen-agers, babies, the handicapped, our Armed Forces here and overseas...supports the six local Red Cross Chapters, 17 other nationally affiliated agencies...and 117 Community Chest agencies, including the Salvation Army, settlement houses, scouts, infant homes, and others.

Your pledge, through UGF, helps provide care for homeless and neglected children, adoptions, blood programs, disaster relief, legal help, counseling for personal and family problems, day care for children of working mothers, youth development programs, shelter for transients and the homeless...and many more essential services!

Q. WHERE ARE THESE SERVICES?
A. Everywhere in the National Capital Area: Alexandria, the District of Columbia, Falls Church, and the counties of Arlington, Fairfax, Montgomery, and Prince Georges. Some money supports health research on a national scale; some supports services for our Armed Forces overseas.

Q. WHAT ABOUT OTHER CAMPAIGNS?
A. If the UGF didn't exist, there would be over 100 more! Some eligible organizations choose not to accept UGF funds, although UGF continues to invite and urge all eligible health, welfare, and character-building agencies to share.

Q. HOW AND WHERE DO I GIVE?
A. Obviously, the best way to help people all year is to pledge, and pay in installments through the year. Most people find it easiest to give where they work.

After you have pledged where you work, put the sticker on your door or window at home.

Q. WHAT IS MY FAIR SHARE?
A. Only you can decide. People need help 12 months of the year. Will you share at least one hour's pay per month each month of the year?

Q. WHY $7,000,000?
A. Last year's goal of $6,600,000 began to close the gap between what the community gave and the amount ($7,400,000) actually needed for the services. This year's $7,000,000 goal, which will support eight new agencies, comes closer to meeting the minimum needs of the 140 agencies serving more people than ever before.

Q. CAN I DESIGNATE ONE OR MORE AGENCIES?
A. Most people do not designate. They prefer to let their gift go where community needs are greatest, as worked out by experienced volunteer committees. You can designate, however, by using the Designation Check List. All designations are fully honored.

Q. WHERE CAN I GET MORE INFORMATION?
A. Ask your keyman.

PHS, NIH UNITE IN UGF SUPPORT

From left are Dr. Frederick J. Brady, PHS, a co-chairman of the PHS campaign; Surgeon General Leroy Burney; Dr. Robert H. Felix, NIMH Director; Dr. Pearce Bailey, NINDB Director; and Dr. James A. Shannon, Director of NIH.

NIH RECORD
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NIH QUARTET LIVENS UGF RALLY

NIH's well-known barbershop quartet provides a musical boost to the UGF kickoff program. From left are Walter Kinsinger, tenor; Fred Peters, lead; Gil Baylis, baritone; and Bert Skinnard, bass.

KICKOFF Contd.

A barbershop harmony quartet provided entertainment at the meeting. The quartet was composed of Gil Baylis, baritone; Bert Skinnard, bass; Walt Kinsinger, tenor; and Fred Peters, lead. The quartet dedicated the song "Ain't She Sweet" to all of the key ladies in the audience. To symbolize the spirit of cooperation needed in the drive, they sang "Side By Side."

Interesting UGF Facts

UGF was started in January 1956--less than two years ago. The enthusiastic response indicated that people support the united giving idea.

The first UGF campaign went over the top. It raised $6,615,000 as compared to $6,029,000 raised by the same agencies in separate drives the previous year.

The agencies sharing in UGF received more money through the consolidated campaign than each received from its last separate campaign.

Because of UGF, there are now 30 fewer separate campaigns for funds, as compared to the last pre-UGF year.

The goal for the second campaign (fall 1957) is $7,000,000. It includes eight additional agencies for a total of 140.

GIVE TO:

300 Officials & Keymen Conduct UGF Campaign

A working team of over 300 people, organized to conduct the initial United Givers Fund campaign here, is aiming to meet the NIH quota of $63,968 before the end of October.

There are four co-chairmen. They are: Dr. R. H. Felix, NIMH Director; Dr. Pearce Bailey, NINDB Director; Charles E. Mills, Executive Officer, NIMH; and Eckart Wipf, Executive Officer, NINDB.

In addition, there is a campaign chairman for each Institute, Division, and major activity at NIH. These are: Philip Janus, Office of the Director; R. H. Henschel, Division of Business Operations; Dr. Roderick Murray, Division of Biologics Standards; Dr. Ernest M. Allen, Division of Research Grants; Chris A. Hansen, Division of Research Services; Dr. Jack Masur, CC; Dr. Milton Wittman, NIMH; Frank O. Barden, Jr., NINDB; Dr. J. R. Heller, NCI; Dr. James Watt, NHI; Dr. Justin M. Andrews, NIAID; Dr. Seymour Kreshover, NIDR; Dr. Floyd S. Daft, NIAMD.

Brooke Cunningham, DBO, heads a committee on quotas and reporting; John Finch, of the same Division, collections; Harold P. Halpert, Publications and Reports, NIMH, publicity and the arrangements for the keymen's kickoff meeting; and Bob Campbell and Ed Grover, NIMH, material distribution.

Other members of the Publicity Committee are Lee Tractman, NIMH; Roy Perry, Photographic Section; Inez Demonet, Medical Arts Section; Dan Rice, Nelson Fitton, Pat O'Connell, Ken Stabler, and Taft Feiman, SRB.

Mrs. Mary M. Klawitter, NIMH, is general secretary for the campaign.
YOUR UGF CONTRIBUTION SUPPORTS THESE SERVICES

- Home Care for the Aged
- Adoption Services
- Traveler's Aid
- Day Nursery Care for Children
- Rehabilitation of the Handicapped
- Hospital Care