



1970
ANNUAL REPORT

UNITED FUND OF COLUMBIA, MO., INC.

P. O. Box 681

STROLLWAY CENTRE

1970 Campaign Team

DONALD W. DUGAN, Campaign Chairman

CHARLES RUTTER, Assistant Chairman

DIVISION I CHAIRMAN—Bill Jenkins

Group Solicitation—Bob Baeker

Building Trades—Bill Jenkins

Professional—Ed Brown, Van Shaw

Labor—Bill Jenkins

DIVISION II CHAIRMAN—Joe Machens

Retail—Bill Carmichael and John Hume

Wholesale—Charlie Digges

National Firms—Bill Bitter

Manufacturer's Representatives—Joe Machens

DIVISION III CHAIRMAN—Jean Madden

Education—Loren Reid, Louis Lintner,

Bud Menzel, Harold Steere

Government—Don Caldwell

Public Service—Jim Lunsted

RESIDENTIAL—Paul Frazier and Dorothy Schoech, Co-Chairmen.

UNITED FUND CAMPAIGN ANALYSIS

Ten Year History

YEAR	AMOUNT PLEDGED
1961	\$136,411.74
1962	140,821.24
1963	141,007.01
1964	148,956.46
1965	149,643.00
1966	156,659.00
1967	169,620.00
1968	183,875.00
1969	188,010.00
1970	209,726.97
1971	210,125.55



February 15, 1971

Citizens of Greater Columbia:

Again it is time to review the activities of your United Fund. Let us reflect briefly upon our accomplishments, or lack thereof, during the past year and use the information contained in this report as a base for action in the future.

It is with some disappointment that we take a look at the record. This year's campaign raised more than \$210,000, for the first time in our history, but we failed to meet the requirements of our participating agencies. The budget requests, considered by Agency Board to be the minimum necessary to meet essential needs, totaled \$304,000. This we considered our goal for the campaign, and, as in the previous year, termed this the Human Needs Goal. We now have a human needs gap of \$94,000. Therefore, we cannot take great pride in our accomplishments. There is a great challenge ahead. More dedication and concern on the part of many more people is a must if we are to be truly proud of our city as a community in which to live.

We are deeply indebted to the dedicated campaign workers, who gave much of their time, and to the people who contributed money during the campaign. Many gave generously. To them we are truly grateful.

Sincerely,

JOHN HERZIG, *President*
United Fund of Columbia, Inc.

DONALD W. DUGAN, *Chairman*
1970 General Campaign