



**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