February 8, 1972

Citizens of Greater Columbia:

Once again it is time for reflection upon the activities of your United Fund during the past year.

The number of participating agencies remains at 21. The application for membership from the Volunteer and Information Center was approved, effective with the 1971-72 campaign. On the other hand, the National Health Foundation was dropped because the organization went out of business.

It is with both pride and disappointment that we look at the record. This year's campaign raised $241,085, thus exceeding the goal for the first time in several years. Of this we are proud. We are disappointed that we were unable to meet the agencies total requirements. The final budget requests totaled over $311,000; thus, we failed to meet the requirements by approximately $70,000.

We did reverse the trend toward an ever-widening gap between budget requirements and funds raised. This is encouraging, but we still have a real challenge ahead of us. We must all resolve to close this gap if we are to meet our responsibility to the community in which we live.

We are deeply indebted to the dedicated campaign workers who gave much of their valuable time, and to the people who contributed generously a part of their earnings. To them we are truly grateful.

Sincerely,

William H. Conboy, President
United Fund of Columbia, Inc.

Charles L. Rutter, Chairman
1971 General Campaign
1971 CAMPAIGN TEAM

CHARLES RUTTER - Campaign Chairman
JEAN MADDEN - Assistant Chairman

GROUP I - Bill Bates, Chairman
Advanced Gifts
Face Setter

Bill Borgstadt
John Lenox

GROUP II - J. Louis Crum, Chairman
Major Industry
Building Trades
Retail
Wholesale
Sales and Service

Bob Baeker
Tony Bonderer
Jim Farrell
Ed Hampton
Richard Hutchens

GROUP III - Don Caldwell, Chairman
Education

A. G. Unklesbay
Tom Mills, Morgan Richardson
Alan Havig, Ed Saunders
Murry Glascock
Bob Daugherty

Government
Health and Social Services

GROUP IV - Mrs. Tatie Payne, Chairman
Residential

Miss Dorothy Schoech,
Mrs. Rose Flynn

Professional

Mrs. Mary Jane Mendenhall

GROUP V - Norm Stewart, Chairman
Church Cooperation Committee
Training Committee
Public Relations

Dr. James Pierson
Charlie St. John
Jim Schwaninger
1971 CAMPAIGN TEAM
CHARLES RUTTER - Campaign Chairman
JEAN MADDEN - Assistant Chairman

GROUP I - Bill Bates, Chairman
Advanced Gifts
Pace Setter
Bill Borgstadt
John Lenox

GROUP II - J. Louis Crum, Chairman
Major Industry
Building Trades
Retail
Wholesale
Sales and Service
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Residential
Professional
Miss Dorothy Schoech,
Mrs. Rose Flynn
Mrs. Mary Jane Mendenhall

GROUP V - Norm Stewart, Chairman
Church Cooperation Committee
Training Committee
Public Relations
Dr. James Pierson
Charlie St. John
Jim Schwaninger
### ALLOCATIONS TO AGENCIES

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>1970</th>
<th>1971</th>
<th>1972*</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross</td>
<td>$26,497</td>
<td>$25,556</td>
<td>$26,584</td>
</tr>
<tr>
<td>Boone County Association for Mental Health</td>
<td>5,808</td>
<td>5,459</td>
<td>5,760</td>
</tr>
<tr>
<td>Boone County Association for Retarded Children</td>
<td>5,611</td>
<td>5,851</td>
<td>6,625</td>
</tr>
<tr>
<td>Boy Scouts of America</td>
<td>19,379</td>
<td>18,956</td>
<td>19,653</td>
</tr>
<tr>
<td>Camp Fire Girls</td>
<td>7,841</td>
<td>7,601</td>
<td>8,182</td>
</tr>
<tr>
<td>Cancer Research Center</td>
<td>2,258</td>
<td>2,010</td>
<td>4,196</td>
</tr>
<tr>
<td>Cerebral Palsy of Boone County</td>
<td>14,721</td>
<td>14,644</td>
<td>18,911</td>
</tr>
<tr>
<td>Child Welfare</td>
<td>3,504</td>
<td>2,099</td>
<td>2,278</td>
</tr>
<tr>
<td>Columbia Servicemen's Center</td>
<td>8,161</td>
<td>7,873</td>
<td>8,377</td>
</tr>
<tr>
<td>Community Nursery Schools</td>
<td>22,379</td>
<td>21,254</td>
<td>23,013</td>
</tr>
<tr>
<td>Community Workshop</td>
<td>2,500</td>
<td></td>
<td>3,390</td>
</tr>
<tr>
<td>Family Service of Columbia</td>
<td>20,508</td>
<td>20,036</td>
<td>21,729</td>
</tr>
<tr>
<td>Girl Scouts</td>
<td>9,846</td>
<td>9,705</td>
<td>10,208</td>
</tr>
<tr>
<td>Missouri Association for Social Welfare</td>
<td>351</td>
<td>316</td>
<td>204</td>
</tr>
<tr>
<td>Nora Stewart Nursery School</td>
<td>11,815</td>
<td>12,303</td>
<td>13,289</td>
</tr>
<tr>
<td>Safety Council of Columbia</td>
<td>1,266</td>
<td>1,365</td>
<td>1,533</td>
</tr>
<tr>
<td>Salvation Army</td>
<td>12,805</td>
<td>12,864</td>
<td>14,372</td>
</tr>
<tr>
<td>University YMCA</td>
<td>3,968</td>
<td>4,119</td>
<td>4,626</td>
</tr>
<tr>
<td>University YWCA</td>
<td>4,493</td>
<td>4,440</td>
<td>4,663</td>
</tr>
<tr>
<td>United Service Organization</td>
<td>401</td>
<td>466</td>
<td>652</td>
</tr>
<tr>
<td>Volunteer and Information Center</td>
<td></td>
<td></td>
<td>871</td>
</tr>
<tr>
<td>United Fund of Columbia, Inc.</td>
<td>23,507</td>
<td>29,305</td>
<td>30,900</td>
</tr>
<tr>
<td>Shrinkage, Est. at 4½- 4¾%</td>
<td>8,000</td>
<td>8,379</td>
<td>10,848</td>
</tr>
</tbody>
</table>

* From the 1971-72 campaign cash contributions and pledges.

The Budget Committee first allocated unrestricted pledges; after which computed redistribution of exclusion and designated pledges were added.
COMPARISON WITH PAST CAMPAIGNS
FUNDS RAISED VERSUS REQUIREMENTS
(THOUSANDS OF DOLLARS)


REQUIREMENTS--- FUND RAISED----

PER CAPITA GIVING
(Progress since 1965)

<table>
<thead>
<tr>
<th>FUND YEAR</th>
<th>POPULATION</th>
<th>RAISED</th>
<th>PER CAPITA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965-66</td>
<td>46,800 (Est.)</td>
<td>$156,659</td>
<td>$3.35</td>
</tr>
<tr>
<td>1966-67</td>
<td>49,400</td>
<td>$169,620</td>
<td>3.43</td>
</tr>
<tr>
<td>1967-68</td>
<td>52,000</td>
<td>$183,875</td>
<td>3.54</td>
</tr>
<tr>
<td>1968-69</td>
<td>54,600</td>
<td>$188,010</td>
<td>3.44</td>
</tr>
<tr>
<td>1969-70</td>
<td>57,000</td>
<td>$209,727</td>
<td>3.68</td>
</tr>
<tr>
<td>1970-71</td>
<td>58,804 (Census)</td>
<td>$210,125</td>
<td>3.57</td>
</tr>
<tr>
<td>1971-72</td>
<td>59,800 (Est.)</td>
<td>$241,085</td>
<td>4.03</td>
</tr>
</tbody>
</table>
**UNITED FUND, INC.**  
**COLUMBIA, MISSOURI**  
**STATEMENT OF RECEIPTS AND DISBURSEMENTS**  
**1970-71 CAMPAIGN**  
**OCTOBER 1, 1970 TO DECEMBER 31, 1971**

### RECEIPTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign collection</td>
<td>$199,212.72</td>
</tr>
<tr>
<td>Certificates of deposit matured</td>
<td>15,000.00</td>
</tr>
<tr>
<td>Interest income</td>
<td>1,333.93</td>
</tr>
<tr>
<td>Transfer from reserve fund</td>
<td>24,345.66</td>
</tr>
<tr>
<td>Transfer from 1969-70 campaign</td>
<td>11,324.89</td>
</tr>
<tr>
<td><strong>Total Receipts</strong></td>
<td><strong>$251,217.20</strong></td>
</tr>
</tbody>
</table>

### EXPENDITURES:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>15,768.99</td>
</tr>
<tr>
<td>Travel allowance</td>
<td>600.00</td>
</tr>
<tr>
<td>Annual meeting</td>
<td>479.45</td>
</tr>
<tr>
<td>Postage</td>
<td>465.77</td>
</tr>
<tr>
<td>Rent</td>
<td>1,920.00</td>
</tr>
<tr>
<td>Telephone</td>
<td>567.62</td>
</tr>
<tr>
<td>Office supplies</td>
<td>840.37</td>
</tr>
<tr>
<td>United Community Funds and Councils of America</td>
<td>630.00</td>
</tr>
<tr>
<td>Audit</td>
<td>168.70</td>
</tr>
<tr>
<td>Publications and printing</td>
<td>3,339.86</td>
</tr>
<tr>
<td>Bond insurance</td>
<td>115.88</td>
</tr>
<tr>
<td>Conferences</td>
<td>793.57</td>
</tr>
<tr>
<td>Payroll tax expense</td>
<td>895.59</td>
</tr>
<tr>
<td>Miscellaneous sundry items</td>
<td>542.21</td>
</tr>
<tr>
<td>Certificates of deposit purchased</td>
<td>29,000.00</td>
</tr>
<tr>
<td><strong>Total Administrative Disbursements</strong></td>
<td><strong>56,128.01</strong></td>
</tr>
</tbody>
</table>

### EXCESS RECEIPTS OVER DISBURSEMENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution to Agencies</td>
<td>195,089.19</td>
</tr>
<tr>
<td><strong>CASH BALANCE - DECEMBER 31, 1971</strong></td>
<td><strong>180,223.93</strong></td>
</tr>
</tbody>
</table>

As audited by Williams-Keepers-Oliver-Payne & Rackers.  
Please note that this audit does not reflect the United Fund Fiscal year, which is October 1-September 30 incl.
UNITED FUND OF COLUMBIA, MISSOURI, INC.
BOARD OF DIRECTORS

1971 Officers

President
First Vice-President
Vice-President (Campaign)
Vice-President (Budget & Admissions)
Vice-President (Social Planning)
Vice-President (Public Relations)
Treasurer
Retiring President

William H. Conboy
Donald W. Dugan
Charles L. Rutter
James L. McTurnan
Dr. John J. O. Moore
James C. Schwaninger
Joe W. Scallorns
John H. Herzig

TERM TO EXPIRE JAN. 1972
Henry J. Waters
Harold Steere
Joe Machens
Miss Dorothy Schoech
Scott Orr

TERM TO EXPIRE JAN. 1973
John P. Kennedy
Kermit Crawley
Dr. Erroll Miller
Gene Carter

TERM TO EXPIRE JAN. 1974
Robert Baekar
Mrs. D. L. Waidelich
Jean Madden
Dr. John S. Spratt Jr.
Dr. Armon Yanders

FILLING UNEXPIRED TERMS
James Spieler
Mrs. Miriam Hoag
Mrs. Betty Proctor
1971 APPOINTED COMMITTEES

BUDGET AND ADMISSIONS COMMITTEES
James McTurnan, Chairman

WELFARE AGENCIES PANEL
Dr. Nylen Edwards, Chairman
Waldo Palmer
Harold Logan
Henry Steere
John Ader

HEALTH AGENCIES PANEL
Elliot Battle, Chairman
Miss Dorothy Schoech
Dr. Ercell Miller
Louis Glauser
Mrs. Betty Proctor

RECREATION AND CHARACTER BUILDING PANEL
IRVIN Keller, Chairman
Ray Odor
Paul Burchan
Eugene Nichols
Max Schwabe
Robert Barnes

NOMINATING COMMITTEE
Robert Baeker, Chairman
Dr. Ercell Miller
Jean Madden

SOCIAL PLANNING COMMITTEE
Dr. John J. O. Moore, Chairman

Mrs. George Brooks
Mr. Kermit Crawley
Mr. James Dack
Mr. Charles Digges
Mr. Lanny Endicott
Mr. Dwain Hovis
Mrs. Lennie Johnston

Mr. John Kelly
Mr. Tom McLaughlin
Mr. Charles Mitchell
Mr. George Ogden
Mr. Bill Redmon
Miss Dorothy Schoech
Rev. Melvin West

Joan V. Anderson, Student Coordinator
1971 CAMPAIGN AWARDS TO EMPLOYEE GROUPS
(10 or more employees)

FAIR SHARE PLAQUE
The FAIR SHARE PLAQUE is awarded to the below named employee groups for giving at the level required to meet the budgeted need of the United Fund Member Agencies.

Boone County National Bank
Harzfeld's Store
I B M Corporation
M.P.A. Insurance Companies
State Farm Mutual Insurance Companies
Van Dyke's Furniture Store

MARK OF MERIT PLAQUE
The MARK OF MERIT PLAQUE is awarded to the below listed employee groups for giving at the level necessary to enable achievement of the announced campaign goal.

Columbia National Bank
Joe Machens Ford
Stephens College
3-M Company

The below named employee groups, having been awarded the Mark of Merit Plaque for 1970, are awarded the 1971 YEAR PANEL for the reason stated above.

Columbia College
Columbia Police Department
Riback Pipe and Steel Company
UNITED FUND CAMPAIGN 1971-72
(FINAL REPORT)
December 31, 1971

Total Campaign..............................................$241,084.98

*****************************************************************************

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Gifts</td>
<td>4,346.25</td>
</tr>
<tr>
<td>Major Industry</td>
<td>56,117.40</td>
</tr>
<tr>
<td>Building Trades</td>
<td>7,212.00</td>
</tr>
<tr>
<td>Retail</td>
<td>19,803.22</td>
</tr>
<tr>
<td>Wholesale</td>
<td>5,127.35</td>
</tr>
<tr>
<td>Sales and Services</td>
<td>26,403.70</td>
</tr>
<tr>
<td>Education</td>
<td>82,833.36</td>
</tr>
<tr>
<td>Public Schools</td>
<td>6,333.04</td>
</tr>
<tr>
<td>Columbia College</td>
<td>2,121.60</td>
</tr>
<tr>
<td>Stephens College</td>
<td>9,316.25</td>
</tr>
<tr>
<td>University of Missouri</td>
<td>65,052.47</td>
</tr>
<tr>
<td>Private Schools</td>
<td>10.00</td>
</tr>
<tr>
<td>Government</td>
<td>9,201.32</td>
</tr>
<tr>
<td>Health and Social Services</td>
<td>4,867.81</td>
</tr>
<tr>
<td>Residential</td>
<td>9,960.50</td>
</tr>
<tr>
<td>Professional</td>
<td>12,239.00</td>
</tr>
<tr>
<td>Mfg. Representatives</td>
<td>592.70</td>
</tr>
<tr>
<td>University Greek House Students</td>
<td>660.13</td>
</tr>
<tr>
<td>Miscellaneous Contributions</td>
<td>1,720.24</td>
</tr>
</tbody>
</table>

100.45% OF GOAL

77.33% OF TOTAL

AGENCY NEEDS

$241,084.98 GRAND TOTAL

NOTE: Included in the appropriate categories above are firms and institutions solicited in Pace Setter. These are: Boone County National Bank, Columbia Auto Parts, K-Mart, MFA Insurance Co., Columbia College, and Columbia Police Department.