

*Special Edition*



# STATION NEWS

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## UNITED FUND CAMPAIGN STARTS MAY 5

This special issue of Station News is dedicated to this year's Community Chest-Red Cross United Fund Drive. The drive begins May 5 and ends with a final Victory Dinner on Thursday, May 22. More specifically, this issue of Station News is dedicated to the 50 individuals from the Geneva school systems, Colleges, and Experiment Station who will be contacting you as representatives of the *EDUCATIONAL DIVISION*.

Goal of the Educational Division is \$13,600, an increase of 7 per cent over last year. Total goal of the Chest is \$119,896, or an increase of \$3,987 over last year. General chairman of the Educational Division is Clifford E. Orr, Vice President of Hobart and William Smith Colleges. Assisting him as associate chairmen are Professor P. Rensing, Colleges; Dr. Donald W. Barton, Experiment Station; Miss Florence H. Stewart, Lochland School; and Mr. John Fabrizio and Mrs. R. H. Burgess, Public Schools.

General Chairman of the entire Drive is Robert Johnson, Administrator, Geneva General Hospital.

Goal of the Educational Division is 100 per cent participation by employees of all institutions represented and a subscription total of more than \$13,600. Cards assigned to workers within the division total 961.

Published below is an analysis of the number of prospects in and the quotas for each division in this year's Community Chest-Red Cross United Fund Campaign. This should give you a good idea of just how important the contributions of those in the Educational Division are to the total effort.

DIVISION	PROSPECTS	QUOTA
Special Gifts	393	\$ 67,000
Education:		
Geneva Public Schools	309	4,000
Hobart & William Smith Colleges	339	5,000
Lochland School	31	600
N.Y. State Agricultural Experiment Station	282	4,000
Firms	1,429	10,000
Industrial	2,569	21,500
Key	1,941	7,500
Junior Chest (an estimate, not a quota)		500
Totals	7,293	\$120,100

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## TURN PORCH LIGHT ON

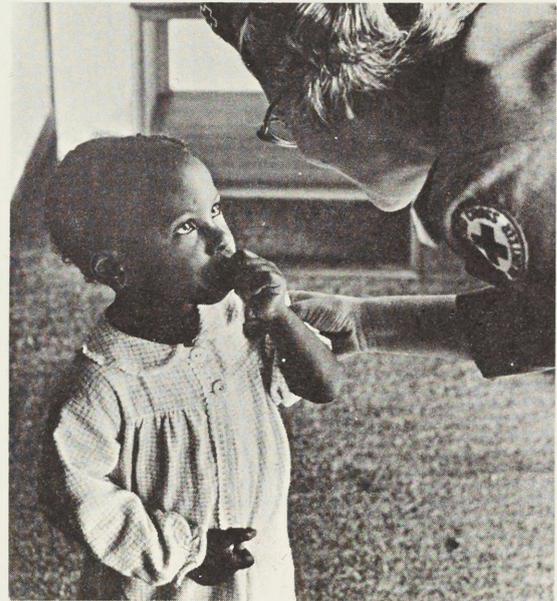
Last year, the 12 agencies served by the Community Chest and the Red Cross gave help or assistance to 18,982 persons. There is no question but what each of us sometime during any one year will benefit from one or undoubtedly more agencies in the Community Chest-Red Cross.

The United Fund concept was born to try to avoid almost weekly solicitations in a community from worthwhile organizations. Agencies included in the United Fund are those to which community representatives

believe you would make a contribution if they contacted you individually.

Many of us mistakenly think of the United Fund as one agency rather than the 13 that it is. When you make your contribution this year, divide what you are giving by 13 and see if this is really how much you would give each agency were it to solicit you individually. Have you really given enough to assure a competent hospital against your future needs, to assure blood in the Red Cross Blood Bank, to keep children in Scouting instead of on the streets, to avoid the tragedies of broken homes, or to help stricken or retarded children live normal lives?

These agencies are among those for whom you would turn your porch light on. Just because they are now under one umbrella, do not turn the porch light off. So many times we give less to the group than we would if each asked individually.



## WHERE YOUR UNITED FUND DOLLARS GO

So you have a better idea of just where your Community Chest gift is going and how it is being used, a complete list of the agencies in the United Fund is given plus the

number of persons served locally last year, the total agency budget, and the Chest support budget for the coming year. Look carefully at these figures, and turn your porch light on.



Agency	Persons Served Locally	Total Agency Budget	Chest Support Budget
Y.M.C.A.	6,221	\$ 53,885	\$ 21,000
Boy Scouts	375	89,175 <sup>1/</sup>	11,000
Salvation Army	1,966	30,634	10,500
Girl Scouts	865	158,950 <sup>1/</sup>	10,000
Family Counseling Service	852	34,530	8,000
Association for Retarded Children	169	34,300	5,000
Geneva General Hospital	5,764	3,177,592	4,000
Ontario County Homemaker Service	64	7,248	1,500
U.S.O. (No. Genevans in Service reported as persons served)	550	No local budget	1,500
Geneva Head Start	147	52,674	500
Children's Camp Fund	30	1,140	500
Halloween Fund	1,500	430	200
American Red Cross (local only)	479	30,972	25,000
Reserve Fund	xxx	xxx	5,000
Campaign	xxx	xxx	5,430
Administration	xxx	xxx	10,766
<b>Totals</b>	<b>18,982</b>	<b>\$3,671,530</b>	<b>\$119,896</b>

<sup>1/</sup> Represents area budget

## GIVE WHERE YOU WORK

"If You Work....Give, and Give Where You Work" is an excellent slogan that is heard more and more in Community Chest-Red Cross United Fund circles. It expresses the hope that you will make your gift to the Community Chest-Red Cross Campaign through the channels established at your place of employment. If more than one member of your family is employed, and if the places of employment are different, each should give at his individual place of employment.

Each organization within the Educational Division should easily reach 100 per cent of its goal if this slogan is followed. It is usually impossible to reach the desired goal if employees consolidate their gifts with relatives at another place of employment. Such consolidation imposes an unfair disadvantage upon one group of employees and gives an unfair advantage to another group. So, please give where you work.

## UNITED FUND AGENCIES

You may wish to know more about the organizations that depend for partial support on Community Chest-Red Cross United Fund Campaign solicitations. A thumbnail report on each agency follows.

**YMCA.** Total budget \$53,885. Chest support \$21,000. Persons served 6,221. In Geneva, the "Y" is a beehive of activity with wealth, nationality, race, and creed overshadowed through the enjoyment and responsibilities of programs involving hobbies, crafts, community service, physical development, recreation, education, and social activities. A new "Y" building will be constructed in the near future enabling the organization to expand its activities still further.

**GENEVA GENERAL HOSPITAL.** Total budget \$3,177,592. Chest support \$4,000. Persons served 5,764. Here is Geneva's first line of defense in the treatment of illness. Its doors are never closed and through recent additions, the hospital now has 173 beds and 21 bassinets, and last year provided 53,144 patient days of care. That amounts to 3.1 days of care for every citizen of Geneva. Geneva General is fully accredited by the Joint Commission on Accreditation of Hospitals and certified by the New York State Health Department.

**BOY SCOUTS.** Total budget \$89,175.

Chest support \$11,000. Persons served 375. Through Cub Scouting, Boy Scouting, and Exploring, boys 8 years of age and older develop physical fitness, skills, self reliance, courage, and high ideals of service to God and to country. Scouting seeks to strengthen these values on a cooperative partnership with home, church, school, and community institutions. Geneva's 375 scouts are part of an organization of nine scout troops, five cub scout packs, and two explorer posts. The Finger Lakes Council serves more than 5,000 scouts annually.

**GIRL SCOUTS.** Total budget \$158,950. Chest support \$10,000. Persons served 865. Dedicated to inspiring girls with the highest ideals and character, conduct, patriotism, and service, the Girl Scouts helps young girls find friendship in small and large groups, to recognize and use personal talents, to share in community life, and to be at home in the world of nature. Through active leadership, membership in Geneva's Girl Scouts increased 50 per cent last year so that there are now 865 girls organized into 17 Brownie troops, 11 Junior troops, 4 Cadette troops, and 1 Senior troop. They are part of the Seven Lakes Girl Scouts Council which serves 9,351.

**SALVATION ARMY.** Total budget \$30,634. Chest support \$10,500. Persons served 1,966. With its theme song "Onward Christian Soldiers," the Salvation Army is on the job around the clock to help the unemployed, the hungry, the helpless, the disabled, and the needy. In addition, the Army sponsors a wide range of youth and adult activities. Persons served last year included 1,758 who received Welfare Assistance and 208 club and youth activities.

**ONTARIO COUNTY HOMEMAKER SERVICE**  
Total budget \$7,248. Chest support \$1,500. Persons served 64. In 1968, 30 homemakers from this agency gave 18,378 hours of service to their clients. These mature reliable women gave full attention to the elderly and disabled, gave care for home and children while mother was ill or in the hospital, and in many cases made it possible for the wage earner in the family to stay on the job.



#### *ASSOCIATION FOR RETARDED CHILDREN*

Total budget \$34,300. Chest support \$5,000. Persons served 169. While its work is focused primarily on children, the local chapter for the Association for Retarded Children has recently received a permit to operate a work activities program for subcontract work with retarded adults, thereby allowing otherwise unemployable adults to remain at home with their families instead of being sent away to a state institution. Work in the various programs includes training and safety, self care, responsibilities in the home, physical education, and social adaptation.



*CHILDREN'S CAMP FUND.* Total budget \$1,140. Chest support \$500. Persons served 30. The Children's Camp Fund is available to all Ontario County children. United Fund's support is to provide young people in the area who could not otherwise do so an opportunity to spend 2 weeks vacation at Camp Ledge-worth. At this camp, the children swim, hike, cook out, sing, and develop their craft skills. The camp has a swimming pool, a lodge, cabins, an outdoor "chapel in the woods," and a great campfire area.

*HALLOWE'EN FUND.* Total budget \$430. Chest support \$200. Persons served 1,500. Through your support of this agency, youthful energies on Hallowe'en night are channeled into constructive behavior through the annual Spookerie and Parade. On Hallowe'en, some 1,500 boys and girls march through downtown Geneva while some 3,000 others gather to watch their costumes and antics. Cider and doughnuts, dancing and movies are combined to complete an evening of fun and frolic for the youngsters.

*FAMILY COUNSELING SERVICE.* Total budget \$34,530. Chest support \$8,000. Persons served 852. The Family Counseling Service works on the premise that in America

the family is the basic unit of growth and experience, of fulfillment or failure. Helping to serve people where family stresses are developing is the objective of this Service. Established in 1962, the organization has now grown to a 2-county agency and is serving almost 1,000 families. The staff consists of a full-time director and seven part-time case workers, each with a Master's Degree in Social Work.

*USO.* Total budget, a national operation. Chest support \$1,500. Persons served 550. Known wherever servicemen and women go, and made famous by such things as the annual Bob Hope Christmas tours and other programs provided by famous actors, singers, and sports figures, USO is the only service of its kind in the world. Each of Geneva's 550 young men and women now in the service has experienced the USO. The USO has installations all over the world to bring home to our servicemen. In Vietnam alone there are 16 installations and the monthly count in Vietnam and Thailand is approaching 1 million.

*GENEVA HEAD START.* Total budget \$52,674. Chest support \$500. Persons served 147. With a three-pronged program, focused educationally, socially, and medically, Geneva Head Start attempts to help Geneva 4- and 5-year olds who need its help to prepare for and adapt to the educational process of schooling. Financing is primarily Federal, administered by the local Board of Education. An annual contribution by the community of 2 per cent of the cost is required to maintain Federal support as an evidence of local commitment to the program.

*THE RED CROSS.* Total budget \$30,972. Chest support \$25,000. Persons served locally 479. Services of the Red Cross include the Red Cross Blood Program, training and first aid in water safety, provision of skilled leadership in home nursing, recreation and entertainment through Gray Ladies and Gray Men, aid to servicemen, veterans and their families on personal and family problems, in military and veterans' hospitals, and in emergency situations everywhere. So synonymous have Red Cross and Disaster Relief become that it is impossible to think of one without the other, be it an earthquake, a flood, a blizzard, or famine in some remote corner of the world, or even a burned out family just across the street. No true measure of Red Cross service is possible. It is as personal as the feeding of a starving child, and as great as the heart of all mankind.