

COMMUNITY

MOBILIZATION FOR

HUMAN NEEDS

155 EAST 44TH STREET, NEW YORK, N. Y.

MURRAY HILL 6-2923

31st FLOOR COMMERCE BUILDING



NATIONAL CITIZENS' COMMITTEE

Chairman
Charles P. Taft
Cincinnati

Vice-Chairmen
A. H. Giannini, M.D.
Los Angeles

Louis E. Kirstein
Boston

Mrs. Franklin D. Roosevelt
Washington

Mrs. Harper Sibley
Rochester

Gerard Swope
New York

Executive Director
Allen T. Burns

COMMUNITY CHESTS & COUNCILS, INC. Administrative Agency

Honorary President
Newton D. Baker
Cleveland

President
Stillman F. Westbrook
Hartford

Vice-Presidents
John Stewart Bryan
Richmond

Geoffrey S. Smith
Philadelphia

George E. Vincent
Greenwich, Conn.

Treasurer
Hendon Chubb
West Orange, N. J.

Secretary
Percival Dodge
Detroit

May 13, 1938

Miss Ida Tarbell
120 East 19 Street
New York, N.Y.

My dear Miss Tarbell:

This fall the Community Mobilization for Human Needs will again seek, by a national educational program to strengthen the local community chest appeals for funds in about 450 cities. The voluntary social welfare and health services in American communities will largely depend upon the success of these appeals, and will be in real need of reinforcement.

A number of events of national importance are being planned in connection with the Mobilization. Much of the publicity will be centered about the fact that the community chest movement is this year observing the 25th anniversary of the founding of the first community chest, which occurred in Cleveland in 1913.

We are asking a number of our national leaders for statements to be used during the 1938 Mobilization by Community Chests and Councils, Inc., in newspapers and other publications, and by the local chests in their campaign publicity. In order to make full use of these statements we are asking for them some months in advance of the Mobilization period, which comes in the fall.

May we have a statement, from 50 to 250 words in length, from you? Perhaps you will wish to call attention to the dependability of private welfare services amid the changes in our community life, or perhaps you will wish to focus special attention on the increasing needs to be met through voluntary efforts, or on other aspects of the appeal.

A statement from you will be valuable in our efforts to mobilize public opinion in behalf of this national effort, and we shall appreciate your cooperation.

Sincerely yours,

Charles P. Taft

Charles P. Taft
Chairman

COMMUNITY

Mobilization for

HUMAN NEEDS

155 EAST 44TH STREET, NEW YORK, N. Y.

MURRAY HILL 6-2923

31st FLOOR COMMERCE BUILDING

NATIONAL CITIZENS' COMMITTEE

Chairman
Charles P. Taft
Cincinnati

Vice-Chairmen
A. H. Giannini, M.D.
Los Angeles
Louis E. Kirstein
Boston

Mrs. Franklin D. Roosevelt
Washington
Mrs. Harper Sibley
Rochester
Gerard Swope
New York

Executive Director
Allen T. Burns

COMMUNITY CHESTS & COUNCILS, INC.

Administrative Agency

Honorary President
Newton D. Baker
Cleveland

President
Stillman F. Westbrook
Hartford

Vice-Presidents
John Stewart Bryan
Richmond
Geoffrey S. Smith
Philadelphia
George E. Vincent
Greenwich, Conn.

Treasurer
Hendon Chubb
West Orange, N. J.

Secretary
Percival Dodge
Detroit

FACTS ABOUT THE COMMUNITY MOBILIZATION FOR HUMAN NEEDS

The Community Mobilization for Human Needs is an effort to inform the public regarding the social needs of the times, urging citizens to support their local voluntary agencies of social welfare and to take an active part in promoting the total welfare programs of their communities.

SUPPORT FOR LOCAL SERVICES

No national fund is raised. A major part of the voluntary services fostered by the Mobilization are supported by community chests in approximately 460 cities in the United States (467 including Canada and other countries). These chests raised about \$85,500,000 for the support of community services during 1938. Their funds provide hospital care, public health nursing, child care, family welfare service, camp life and guidance for boys and girls. In general, they support a variety of services which, though of vital necessity, are not supported by tax funds. The 8500 local agencies thus financed are sponsored by Protestant, Catholic, and Jewish, as well as civic, business, labor and other non-sectarian groups.

WHO IS INTERESTED The Mobilization appeal is annually responded to by large numbers of citizens. About 9,000,000 people give each year, and about 500,000 participate in the work of the campaigns. Three-fourths of the givers to the chests are working men and women whose gifts average under \$5.00 each. However, 59 percent of the money raised comes in gifts of \$100 and over. And 18 percent of it comes in big gifts of \$5,000 or over.

SPONSORS

The Mobilization is sponsored by a National Citizens' Committee of 141 public-spirited men and women representing all sections of the country.

Officers of the Committee are:

Chairman:	Charles P. Taft, Cincinnati
Vice-chairmen:	A. H. Giannini, Los Angeles
	Louis E. Kirstein, Boston
	Mrs. Franklin D. Roosevelt, Washington
	Mrs. Harper Sibley, Rochester
	Gerard Swope, New York

Community Chests and Councils, Inc., the national association of local chests and councils, is administrative agency for the Mobilization. Allen T. Burns, executive vice-president of Community Chests and Councils, Inc., is executive director of the Mobilization. Officers of C. C. & C. are as follows:

Honorary and	
Acting President:	George E. Vincent, New York
Vice-presidents:	John Stewart Bryan, Richmond
	Geoffrey S. Smith, Philadelphia
Treasurer:	J. Herbert Case, Plainfield
Secretary:	Pierce Atwater, St. Paul

COOPERATING
NATIONALS

Thirty-six national organizations for social welfare and health cooperate in this effort: American Country Life Association; American Hospital Association; American Public Health Association; American Public Welfare Association; American Social Hygiene Association; Boys' Clubs of America, Inc.; Boy Scouts of America; Camp Fire Girls, Inc.; Catholic Hospital Association; Child Welfare League of America, Inc.; Council of Jewish Federations and Welfare Funds; Family Welfare Association of America; Federal Council of the Churches of Christ in America; Girl Scouts, Inc.;

Jewish Welfare Board; National Association of Day Nurseries; National Association of Legal Aid Organizations; National Association for Travelers Aid and Transient Service; National Board, Young Women's Christian Associations; National Catholic Welfare Council; National Child Labor Committee; National Committee for Mental Hygiene; National Conference of Catholic Charities; National Council, Young Men's Christian Associations; National Federation of Settlements, Inc.; National Health Council; National Organization for Public Health Nursing, Inc.; National Probation Association; National Recreation Association; National Social Work Council; National Society for the Prevention of Blindness; National Tuberculosis Association; National Urban League; Salvation Army; Social Work Publicity Council; Welfare Department of the Association of Junior Leagues of America, Inc.

FOR FURTHER INFORMATION Additional facts about the Mobilization are available upon request from

COMMUNITY CHESTS AND COUNCILS, INC.
155 East 44th Street
New York, N. Y.