

UNITED CRUSADE



PARTNERSHIP OF UNITED WAY AND AMERICAN RED CROSS — 1968-69



BLOOD FREEZING UNIT—Mrs. Guy Tranberger receives an explanation of how Red Cross freezes her rare blood from Dr. Byron Myhre, scientific director of the Los Angeles and Orange Counties Red Cross Blood Program.

Patient Receives Own Rare Blood For Major Surgery

When Mrs. Guy Tranberger of Long Beach underwent major surgery this spring, she was transfused with her own blood drawn months earlier and preserved in a deep-freeze by Red Cross. This was necessary because Sally Tranberger's blood is so rare she cannot accept blood donated by anyone else.

Until recently whole blood could be used for only 21 days from the time it was drawn. Now Red Cross has a special freezing unit which extends whole blood use up to two years. Because freezing is costly, it is used only for very rare bloods. The freezing process consists of mixing red cells with glycerine, which cushions them so no ice crystals form to break them, and reducing the temperature to minus 85 degrees Centigrade. When the blood is needed, it is thawed, the glycerine is washed from the red cells in a sucrose and dextrose solution. Then a saline solution is added to the red cells so they can be transfused.

Mrs. Tranberger, her husband, a chief petty officer first class in the U. S. Navy, live with their three children, ages

10, 9 and 1½ years, at 2241 Williams St.

This is only one of many services provided by the Red Cross Blood Program which is made possible by contributions to United Crusade.

1967 Crusade — \$23,022,919

The most successful campaign in the four-year history of United Crusade closed with a record-breaking total of \$23,022,919 in gifts of cash and pledges from more than a million donors in the greater Los Angeles area.

Victor M. Carter, 1967 United Crusade chairman, pointed out that the campaign, which spanned only seven weeks to make it the shortest United Crusade on record, totaled \$1,422,796 more than \$21,600,123 raised in 1966.

"Every Angeleno can be proud and give thanks that so many have proved that they care enough to share with the man who needs help," Carter, who is the new president of United Way, Inc., said.

Lieutenant Cites ARC Services

Over the years, the Red Cross has received many letters of thanks from servicemen who needed and received help from the organization. One of the finest is a letter from a navy dentist, Lt. J. C. Bond, who is presently at the Memphis Naval Hospital recovering from wounds received in Vietnam.

"On 30 January, 1968, I was wounded in Vietnam. When I was med-evacuated to the hospital ship U.S.S. Repose, the only thing in my possession was a cigarette lighter.

"Throughout my air-evacuation back to the United States, from the U.S.S. Repose to the Philippines, Japan, Alaska, and Scott AFB in the U.S., the much-needed services of a fine group of women were always available. These women were from the American Red Cross.

"Whether it was a stimulating conversation with Red Cross volunteer Mrs. William C. Westmoreland in the Philippines or hot coffee and cookies from four hearty women at 1 a.m. in Anchorage, Alaska, a warm welcome was provided through their smiles and encouragement. To top things off, once we were stateside, the Red Cross picked up the tab for the anticipated long distance phone call to parents or loved ones.

"This letter—well, it's a small way to convey my thanks, as well as the thanks of thousands of other wounded Americans, to the organization of professionals and volunteers of the American Red Cross."



VICTOR M. CARTER



TIC AT CHILDRENS HOSPITAL—Medicine is dispensed at Childrens Hospital, a United Way agency, along with great amounts of tender loving care. United Crusade funds support the services provided by 244 agencies of United Way and the many services of 12 American Red Cross chapters.

UC Supports Network Of Services

United Crusade, the largest community endeavor conducted annually in the Greater Los Angeles area, raises funds for support of a network of services provided by 244 United Way agencies and 12 American Red Cross chapters.

In 1967, 2,633,507 adults, children and families benefited from United Way services. United Way agencies provided health services for 283,563 people in the Los Angeles area, youth services for 1,642,441, family services for 682,878 and special services for 24,625 children.

In that same period the American Red Cross collected 196,757 pints of blood for hospitalized patients, conducted self-help training courses for 72,680 children and adults and answered 44,364 requests for assistance for families of servicemen and women.

Tapes Bring Greetings From Home

More than a thousand Los Angeles families have taken advantage of the free Red Cross Tapes From Home project to send holiday and birthday greetings to sons, husbands and fathers in the armed forces overseas.

Red Cross provides a seven and a half minute tape and recording equipment at many of the 18 Red Cross Service Centers throughout Los Angeles County. At some Service Centers a polaroid picture is taken of the family while making the tape and mailed by Red Cross with the tape.

Charged with assisting the families of servicemen by counseling, financial assistance, reporting and communications, Red Cross in the Los Angeles area helped more than 11,000 families last year.

United Crusade Announces Record Goal — \$28,200,000

The United Crusade Committee in Los Angeles has announced a record goal of \$28,200,000, the largest in United Crusade history, for the 1968 campaign.

The goal was set by community leaders after an analysis of services needed by the seven million people living in the greater Los Angeles area, Daniel J. Houghton, 1968 United Crusade chairman, revealed.

"United Crusade offers concerned citizens the opportunity to help meet the social crisis of our time," Houghton, chairman of the board of Lockheed Aircraft Corporation, pointed out.

FUNDS SUPPORT SERVICES
Funds raised through United Crusade support 90 percent of all voluntary health and welfare agencies serving the nearly seven million people living in the Los Angeles Crusade area, which

also includes sections of Kern and San Bernardino counties. Those funds are allocated annually for support of services of the 244 United Way agencies and the many services of 12 American Red Cross chapters. "Statistics show that of the 6,942,042 people living in the United Crusade area one out of every three needs and uses one of the United Way or American Red Cross services every year," Houghton emphasized.

Volunteers Determine Allocations

Budgeting is a tough job, whether it be with the limited pay check of a family or with the total funds raised for the support of the health and welfare needs of a community.

When the budgeting process is completed, allocations to the 244 agencies of the United Way and the 12 chapters of the American Red Cross are annually spelled out in a complete accounting of funds.

Funds raised through United Crusade in its partnership appeal for support of United Way services and those of the American Red Cross chapters totaled \$23,022,919. Of that total United Way received \$18,072,991 with the American Red Cross receiving the balance of \$4,949,928.

It is difficult for the 600 people who serve on various budget panels and committees to say "no" to the needs of agencies. But, they must face the realities of limited funds in more than 20,000 hours of review and decision-making.

The budgeting process takes about six months during which time committee members familiarize themselves with material provided by professional staff before each session. The final allocations listed on this page were completed in April this year.



DANIEL J. HAUGHTON

Agency Tours Scheduled By United Crusade

What is a United Crusade "Come-See" Tour?

It is seeing a crippled child learning to walk. Or, newborn babies receiving loving care at maternity homes.

A "Come-See" Tour also is seeing your United Crusade gift in action.

On a tour of one of the 244 United Way agencies or American Red Cross chapters you will learn about the services provided for one in three of the population of nearly seven million people. Tours are available to groups of 10 or more any weekday.

All tours, film showings and special speakers may be arranged by calling 624-8821.

KICKOFF

The 1968 United Crusade will kickoff Sept. 26 and will end Nov. 26, Houghton announced.

Fair Share individual formulas, which have been devised as yardsticks for equitable giving, are One Hour's Pay per month for those earning up to \$12,000; one percent for those earning \$12,000 to \$14,999; one and one-half percent, \$15,000 to \$24,999; two percent, \$25,000 to \$39,000; two and one-half percent, \$40,000 to \$49,999; and three percent or more for those earning \$50,000 or more a year. Fair Share formulas devised for corporations are based on the average gift of the highest three firms in an industry, or one percent of profits before taxes or \$12 per employee, whichever of the three is highest. All three corporation formulas are based on local employment.

CIVIC LEADER

Houghton, a graduate of the University of Alabama, is a member of the board of governors of the Aerospace Industries Association and the Industry Advisory Council.

Among his many other civic activities are service as trustee of the Boys' Club of Southern California, Meridian House, Washington, D.C., and the Southern California chapter of the National Multiple Sclerosis Society. Houghton is a member of the board of directors of the National Multiple Sclerosis Society, past chairman of the Los Angeles chapter of the American Red Cross and chairman of the Treasury Department's 1967 industrial payroll savings bond campaign.

UNITED CRUSADE 1968 REPORT

LOCAL AGENCIES

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| Alhambra Welfare Association | \$ 1,600 |
| All Nations Foundation | 163,500 |
| American Social Health Association | 27,686 |
| Antelope Valley Association for Retarded Children | 7,800 |
| ArCADIA Child Health Council | 4,703 |
| Armed Services YMCA of Long Beach | 31,440 |
| Assistance League Day Nursery | 28,500 |
| Assistance League Family Service Agency Relief Account | 99,600 |
| Assistance League of Antelope Valley Day Nursery | 1,816 |
| Avalon — Carver Community Center | 68,510 |
| Azusa Council of Social Agencies | 2,397 |
| Baldwin Park Service Council | 1,200 |
| Bassett Community Welfare Council | 1,950 |
| Beacon Light Mission | 18,005 |
| Big Sister League | 10,153 |
| Boys Scouts of America | 64,813 |
| Crescent Bay Area Council | 94,876 |
| Long Beach Area Council | 522,818 |
| Old Baldy Council | 38,918 |
| San Gabriel Valley Council | *172,090 |
| Southern Sierra Council | 132,317 |
| Verdugo Hills Council | 74,091 |
| Boys' Club of Hollywood, Inc. | 40,845 |
| Boys' Club of Pasadena | *75,355 |
| Boys' Club of San Pedro, Inc. | 43,005 |
| Boys' Club of Long Beach, Inc. | 77,475 |
| Boys Republic | 15,137 |
| Burbank Retarded Children's Center | 13,542 |
| California Pediatric Center | 57,768 |
| Camp Fire Girls | 21,496 |
| Burbank Council, Inc. | 25,753 |
| Compton Council, Inc. | 17,866 |
| Glendale-Crescenta Valley Council | 2,064 |
| Kern County Council, Inc. | 33,807 |
| Los Angeles Area Council, Inc. | 146,639 |

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| Mt. San Antonio Council, Inc. | 45,013 |
| Rio Hondo Area Council, Inc. | 37,061 |
| San Gabriel Valley Council, Inc. | 37,696 |
| Santa Fe Trail Council | 23,246 |
| California Association for Health and Welfare | 5,275 |
| Catholic Big Brothers, Inc. | 64,202 |
| Catholic Welfare Bureau Relief Account | *733,720 |
| Catholic Youth Organization | 425,672 |
| Cedars of Lebanon-Clinic Children's Bureau of Los Angeles | 347,525 |
| Relief Account | *224,364 |
| Children's Home Society of California, Los Angeles District | 88,277 |
| Relief Account | 12,000 |
| Children's Hospital of Los Angeles | 972,342 |
| Children's Speech and Hearing Center | 20,546 |
| Claremont Family Service and Community Welfare | *21,541 |
| Cleland House of Neighborly Service | 38,133 |
| Community Planning Council, Pasadena-Foothill Area | *32,714 |
| Community Visiting Nurse Association, Glendale | 16,023 |
| Community Volunteer Office, Long Beach | *14,317 |
| Community Welfare Council, Long Beach | 27,642 |
| Convent of the Good Shepherd of Los Angeles | 24,241 |
| Council of Jewish Women of Los Angeles, Inc. | 87,086 |
| Council on Social Work Education, Inc. | 6,500 |
| Covina Area Welfare Committee | 2,191 |
| Damon Runyon Memorial Fund for Cancer Research | 500 |
| David and Margaret Home for Children | 21,553 |
| Duarte Community Service Council | 2,197 |
| Duarte Youth Acres | 3,400 |
| Eastside Boys Club | 46,935 |
| Edgewood Family Counseling Agency | 28,479 |
| El Calvario Community Center | 12,898 |
| El Monte-South El Monte Welfare Association | 10,920 |
| Episcopal City Mission | 11,351 |
| Society—Los Angeles Family Counseling Service of Long Beach | *63,279 |
| Family Counseling Service of West San Gabriel Valley | 42,242 |

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| Family Service Agency of Burbank | 24,112 |
| Family Service Association of Antelope Valley, Inc. | 24,500 |
| Family Service Association of Pomona | 23,446 |
| Family Service Association of Whittier, Inc. | 33,687 |
| Family Service of El Monte | 4,920 |
| Family Service of Los Angeles Relief Account | *319,193 |
| Family Service of Monrovia | 11,305 |
| Five Acres—Boys' & Girls' Aid Society—Los Angeles Foothill Family Service Association | 77,534 |
| Girl Scouts | 106,025 |
| Angeleno Council Greater Long Beach Council, Inc. | 192,865 |
| Joshua Tree Council | *90,279 |
| San Fernando Valley Council, Inc. | 17,149 |
| Sierra Madre Council | 101,153 |
| South Bay Council, Inc. | 123,877 |
| Spanish Trails Council | 88,205 |
| Girls' Club of Pasadena, Inc. | 15,325 |
| Glendale Family Service Association | 33,669 |
| Glendale Guidance Clinic, Inc. | 2,580 |
| Glendora Welfare Association, Inc. | 2,297 |
| Hamburger Home | *30,000 |
| Hands That Help, Inc. | 137 |
| Hawthay Home for Children | 63,304 |
| HEAR Foundation | 23,616 |
| Holy Family Adoption Service | *70,301 |
| Relief Account | 1,206 |
| Homer Taberman Settlement House | 42,653 |
| Healdsburg Association of Los Angeles, Inc. | *7,045 |
| Intercommunity Child Guidance Center | 11,000 |
| International Institute of Los Angeles, Inc. Relief Account | *133,714 |
| Jewish Big Brothers Association of Los Angeles County | 3,948 |
| Jewish Big Brother Association of Camp Max Straus | 119,805 |
| Jewish Committee for Personal Service Relief Account | 56,571 |
| Jewish Family Service of Long Beach | 107,175 |
| Relief Account | 2,000 |
| Jewish Family Service of Los Angeles | 18,671 |
| Relief Account | 220,772 |
| Jewish Federation-Council of Greater Los Angeles | 32,000 |
| 128,646 | |

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| Jewish Home for the Aged of Los Angeles—Social Service | 39,850 |
| Jewish Rehabilitation Service | 28,740 |
| Julia Ann Singer Preschool | 34,500 |
| Psychiatric Center | 31,110 |
| Junipero Serra Boys' Club | 5,366 |
| La Canada Youth Council | 11,806 |
| La Casa de San Gabriel | 6,271 |
| La Puente Valley Welfare, Inc. | 36,115 |
| Lark Ellen Home for Boys | 101,264 |
| Legal Aid Foundation of Los Angeles | *3,870 |
| Legal Aid Society of Pasadena | 29,259 |
| Long Beach Children's Clinic | 77,950 |
| Long Beach Day Nursery | 26,995 |
| Long Beach Jewish Community Center | 98,048 |
| (The) Los Angeles Child Guidance Center | 123,149 |
| Los Angeles Psychiatric Service | *121,861 |
| Los Angeles Urban League | 71,818 |
| Marysville | 84,888 |
| McKinley Home for Boys (The) Midnight Mission | 12,000 |
| Manrovia Children's Dental Clinic | 3,246 |
| Manrovia School Guidance Center | 3,000 |
| Monterey Park Emergency Aid Association | 500 |
| National Assembly for Social Policy & Development | 9,259 |
| National Association of Hearing & Speech Agencies | 6,000 |
| Neighborhood Youth Association, Inc. | 107,718 |
| Ontario-Pomona Association for Retarded Children | 4,226 |
| Orthopaedic Hospital | 398,802 |
| Pacific Lodge Boys' Home | 42,968 |
| Paramount Junior Athletic Association | 3,196 |
| P.T.A.—Catinella Valley Council 33rd District | 1,884 |
| P.T.A.—El Segundo Health & Welfare | 500 |
| P.T.A.—Inglewood Council 32nd District | 410 |
| P.T.A.—Lawndale Council 33rd District | 1,700 |
| P.T.A.—Los Angeles — 10th District | *93,370 |
| P.T.A.—Los Angeles — 10th District Dental Program | 62,112 |
| P.T.A.—31st District — Dental Program | 24,691 |
| Pasadena Child Guidance Clinic, Inc. | 70,940 |
| Pasadena Council on Alcoholism | 8,250 |
| Plaza Community Center | 40,878 |
| Pomona Valley Hearing Society | 2,953 |
| Protestant Community Services | *140,716 |

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| Psychiatric Clinic for Children of Long Beach | 29,039 |
| Queen of Angels Clinic | 70,000 |
| Rancho San Antonio | 39,184 |
| Reiss-Davis Child Study Center | 25,800 |
| Resthaven Psychiatric Hospital | 66,000 |
| Rio Hondo Boys' Club | 20,000 |
| Rosemary Cottage | 32,290 |
| St. Ann's Maternity Hospital | 112,517 |
| St. Elizabeth Day Nursery | 24,800 |
| St. Vincent de Paul Society Relief Account | 15,176 |
| St. Vincent de Paul Society—Catholic Maritime Clubs Relief Account | 8,000 |
| (The) Salvation Army — Administration | 19,163 |
| Service Extension | 57,465 |
| Booth Memorial Hospital Combined Corps | 100,326 |
| Day Nursery | 29,730 |
| Family Service Bureau | 27,400 |
| Relief Account | 116,605 |
| Youth Center | 36,000 |
| Statewide Service | 46,453 |
| Statewide Service | 153,000 |
| San Dimas Coordinating Council—Toy Loan | — |
| San Gabriel Valley Neighborhood Legal Aid Offices | — |
| Seaman's Church Institute of Los Angeles | *13,063 |
| Sierra Madre Community Nursery School Association | 11,091 |
| Sierra Madre Toy Loan | 1,000 |
| South Bay Children's Health Center Association, Inc. | 550 |
| South San Gabriel Community Welfare Association | *14,700 |
| Southern Area Boys' Club | 1,050 |
| Southern Area Boys' Club Welfare Association | 47,500 |
| Southwest Community Health Clinic Association—Child Guidance Program | 18,764 |
| Special Service for Groups | 86,674 |
| Travelers Aid Society of Los Angeles | 38,796 |
| Travelers Aid Society of Los Angeles | 20,000 |
| United Health Foundations, Inc. Relief Account | 20,000 |
| United Service Organization, Inc. Los Angeles Area | *175,219 |
| United Service Organization, Inc. National | 141,500 |
| Valley Cities Jewish Community Center | 67,725 |
| Variety International Boys' Club, Inc. | 37,275 |
| Verdugo Hills Planning Council | 10,933 |
| Visiting Nurse Association of East San Gabriel Valley | *10,054 |
| Visiting Nurse Association of Los Angeles, Inc. | 95,585 |

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| Visiting Nurse Association of Pasadena & San Gabriel Valley, Ltd. | 6,706 |
| Visiting Nurse Association of Pomona-West End, Inc. | 10,500 |
| Visiting Nurse Association of Whittier, Inc. | 4,081 |
| Visiting Nurse Service of Long Beach | 7,126 |
| Viola Del Mar Child-Care Service | 231,505 |
| Relief Account | — |
| Volunteer Bureau, Los Angeles Region | 32,961 |
| Volunteer Placement Bureau of Pasadena | 6,720 |
| (The) Volunteers of America, Long Beach Post | 15,151 |
| (The) Volunteers of America, Los Angeles—Family Counseling—Correctional Guidance | 88,410 |
| Counseling Services Department | — |
| Relief Account | 750 |
| General Work | -63,442 |
| Men's Service Club—Post Mission | 21,472 |
| Welfare Information Service, Inc. Relief Account | 95,972 |
| Welfare Planning Council, Los Angeles Region | 200 |
| Westminster Community Center | *313,867 |
| Westminster Neighborhood Association, Inc. | 33,442 |
| Woodcraft Rangers | 30,650 |
| Young Men's Christian Associations | 107,258 |
| Antelope Valley | *22,584 |
| Beverly Hills | 76,298 |
| Burbank | 43,135 |
| Centinella Valley Area | 73,489 |
| Crescenta-Canada | 21,369 |
| Glendale | 41,871 |
| Long Beach | 111,855 |
| Pasadena | 68,275 |
| Pomona Valley | 46,386 |
| San Gabriel Valley | 16,667 |
| Santa Anita District | 28,000 |
| West San Gabriel Valley | 23,740 |
| Whittier (Metropolitan) | 76,875 |
| Young Women's Christian Associations | — |
| Glendale, Inc. | 36,043 |
| Glendora | *9,083 |
| Greater Bonita | 4,100 |
| Harbor Area | 66,387 |
| Long Beach | 67,239 |
| Los Angeles | 333,336 |
| Pasadena | *92,736 |
| San Gabriel Valley | 14,809 |
| Torrance | 16,519 |
| Youth Foundation, Bellflower | 3,050 |

AGENCY RESERVE FUNDS

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| Agency Emergency Building Repairs | \$ 12,500 |
| General and special earmarked reserves for subsequent release to agencies | *319,988 |
| *All or part of these allocations will be released from contingency pending further information. | |

AGENCY COMMON SERVICES

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| Services operating for the benefit of agencies, areas and contributing to general economy and efficiency. | |
| Position and Classification, Agency Relations and Activities | \$ 58,285 |
| Public Information Service—Agency Publicity | 136,500 |
| United Way Service Centers | 234,718 |

OPERATING DEPARTMENTS

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| Administration and Budgeting (general and area) | \$ 347,000 |
| Campaign Expenses | 1,315,000 |
| Public Relations and Publicity | 270,500 |
| Reserve for Uncollectible Pledges | 550,000 |
| National Debt Accounts | 55,804 |
| TOTAL | \$18,140,991 |

AMERICAN RED CROSS CHAPTERS

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|------------------|-------------|
| Antelope Valley | \$ 29,781 |
| ArCADIA | 38,484 |
| Burbank | 67,139 |
| Claremont | 28,019 |
| East San Gabriel | 93,671 |
| Glendale | 117,920 |
| Long Beach | 385,270 |
| Los Angeles | 3,441,539 |
| Pasadena | 95,267 |
| Pomona | 120,905 |
| Rio Hondo | 137,668 |
| West San Gabriel | 137,668 |
| TOTAL | \$4,949,928 |

Total raised by United Crusade, partnership appeal of United Way and 12 Los Angeles County Chapters of the American Red Cross, with the division of funds determined by the Crusade Committee — \$23,022,919
United Way received — \$18,072,991
United Way transferred from reserves for agency allocations — \$ 68,000
TOTAL UNITED WAY FUNDS — \$18,140,991
American Red Cross received — \$ 4,949,928