

THIRTY-FIVE YEARS OF SERVICE  
TO HOPKINSVILLE-CHRISTIAN COUNTY  
THE UNITED WAY

A Paper Presented To  
ATHENAEUM SOCIETY  
HOPKINSVILLE, KENTUCKY

DR. THOMAS L. RILEY  
APRIL 7, 1988

TABLE OF CONTENTS

	<u>Page</u>
Beginnings Of The Community Chest In Hopkinsville . . . . .	1
The Setting Nationally . . . . .	5
The Red Feather Encounters Tough Sledding . . . . .	10
Revival As United Givers Fund . . . . .	14
Industrial Leadership Lends Strong Support . . . . .	20
The Recent Years . . . . .	23
Fort Campbell Enlists In The Local Effort . . . . .	27
Recipient Agencies Over the Years . . . . .	30
Campaign Leadership And Funding Summary, United Way, 1946 - 1981 . . . . .	39

## BEGINNINGS OF THE COMMUNITY CHEST IN HOPKINSVILLE

The first step in organizing a united fund raising drive for charities in Hopkinsville was taken Thursday morning, October 31, 1946. The meeting was called by Pat McCuiston, Executive Secretary of the Hopkinsville Chamber of Commerce at the request of a number of businessmen who had grown weary of the seemingly endless series of independent campaigns. The month of October alone had seen Mrs. Robert Fairleigh, head of the local chapter of the American Cancer Society, reporting \$13,373 having been raised; the U.S.O. another \$4,575; the Polio group organizing for their drive; the T.B. Association starting a \$5,000 drive; and the American Red Cross Chapter in the planning stage for still another local fund drive for \$18,750. The session, which was held in the Chamber office on East 9th Street (YMCA Bldg.), was attended by 26 Hopkinsville business men and women who, it was noted, had been called upon in recent years to do a large part of the soliciting for charity drives. It was the unanimous feeling of the group that a simple unified charity drive each year would be more profitable for the agencies and far more satisfactory than separate campaigns and canvasses. The name Community Chest as used in other cities appealed to those in attendance.

W. A. (Bill) Schmidt was named by the group as Chairman of the Community Chest effort. He, in turn, named a temporary committee composed of Frank H. Bassett, Jr., Joe East, Mrs. Mildred Hancock, Mayor Ernest Lackey, former Mayor A. S. Koon, and Paul Cornell to help in the preliminary study of the needs and possibilities of such a Chest. Those in attendance were unanimous in support of the Community Chest effort although doubt was expressed that the Red Cross would affiliate. The session adjourned to begin studies and sampling of support that might be found community wide.

Schmidt, as Chairman, planned carefully and made at least one visit to Evansville where he studied the organization and campaign techniques of their successful Community Chest. On November 7, Schmidt, Russell Cornette and Paul Cornell presented the concept and the plan to the Hopkinsville Kiwanis Club of which all were members. Kiwanis endorsed the plan unanimously. That same week, November 9, Sam Miles presented the idea of a Community Chest to the Lion's Club members who also were unanimous in their acceptance. Schmidt presented the program to the Hopkinsville Rotary Club on November 15 and they, too, endorsed the concept enthusiastically although it was announced that the Red Cross would definitely not join the community effort. The Board of the Salvation Army under the leadership of Russell Cornett endorsed the plan.

With the solid support of civic leadership exhibited thus far, Schmidt called a community meeting for November 21 to organize the first fund drive. The initial effort was scheduled for January with seven agencies participating: Boy Scouts, Girl Scouts, Salvation Army, the Negro Recreation Program, American Cancer Society, Crippled Childrens Society, and Teen Town. Campaign headquarters were established in the Chamber of Commerce offices and it was decided to affiliate with the national organization of Community Chests and Councils, Inc., and to use its red feather as a campaign and program emblem. Elected at this organizational meeting were W.A. Schmidt, General Chairman; Pat McCuiston, Associate Chairman; Russell Cornette and Joe East, assistants; O. L. Griffith, Treasurer. These five men plus the following comprised the initial Board of Directors:

Mayor F. E. Lackey  
Mrs. Vitus Gates  
Mrs. Mildred Hancock  
Jack Boxley  
Carl Williams  
Dr. Walter I. Munday  
Sam Miles

Major Harley Smith  
Frank Yost  
A. S. Koon  
Jere Jones  
R. O. Millikin  
Dr. A. C. Johnson  
Frank Bassett, Jr.

Dr. Prewitt Owen  
Kenny Wood  
Jerry Baldwin  
Robert Sapinsley  
Paul J. Cornell  
Rev. Walter Chesnut  
Tom Roney

Other committees named included:

Budget

Dave King, Chairman  
L.D. Browning  
Wallace Henderson  
Kenneth Cayce  
Jake Sabel  
Gilmer Pursley  
Jesse V. Keith

Speaker's Bureau

Dr. Walter Munday, Chairman  
Ira D. Smith  
Walter Chesnut  
Rev. Monroe G. Schuster  
Father George Boehmicke  
Hal Johnson  
James Hanratty  
J. O. Hardin  
James Higgins

Industrial - Labor Division

Paul Cornell, Chairman  
Clyde King  
Homer Killebrew  
Roy Lile  
Ira Thompson  
L. D. Browning

Women's Division

Mrs. Nora Funk  
Mrs. Vitas Gates  
Mrs. Robert Fairleigh  
Mrs. Brenda Bass  
Mrs. Charles Mattison  
Mrs. Bill Stowe  
Mrs. Lewis Connor

Committee on Constitution

Jack Henard, Chairman  
Milburn Keith  
Steve White  
James Higgins

Advertising and Publicity

Frank Cayce, Chairman  
Walker Wood  
Bob McGaughey  
Jimmy Stewart  
Allen Whitmer

Special Gifts, Commercial Division

Business District Division

Herbert McCord, Chairman  
Charles Mattison  
Charles Shanklin  
Homer Holt  
E. L. Sisk  
Luther Cowherd, Jr.  
R. O. Millikin  
Mildred Hancock  
Kenneth Cayce, Jr.  
Frank Adams

County Division

Ryan Mason, Chairman  
Bill Talbert  
W. E. Lacy  
Dell Freeman  
Ben Adams  
Lucian Peden

Public Service

Al Wettstein, Chairman  
Noble Hall, Jr.  
Otto Stone  
Joe McCarroll  
Phil Chappell

Civic Affairs Division

Gladstone Koffman, Chairman  
William Snorton  
Dr. P. C. Brooks

A goal of \$25,000 was set at the January 4, 1947 meeting of the Board although to cover all costs of the campaign this was raised to \$26,155 a few weeks later. Actual date for the beginning of solicitations was set for February 3 with report meetings scheduled on February 10, 12 and 14.

The initial united fund raising effort of the Community Chest was an unqualified success. Schmidt enthusiastically reported on February 28 that the Chest has exceeded its goal with \$29,538.21 in cash and pledges raised. Officers were also selected at this time to serve until the annual meeting in May. W. A. Schmidt was re-elected Chairman; Paul Cornell, Vice Chairman; A. S. Koon, 2nd Vice Chairman; O. L. Griffith, Treasurer; and Pat McCuiston, Secretary. An agreement was also worked out whereby the Chamber of Commerce would serve as headquarters for the Community Chest.

## THE SETTING NATIONALLY

While the Community Chest was launched in October, 1946, fund raising for Hopkinsville charities had its beginning many years earlier. An organization, The Associated Charities of Hopkinsville, along with a local Red Cross Chapter, dated back at least 30 years earlier to the days of World War I. Local citizens, like their counterparts nation-wide, formed a local unit of the National Council of Defense. Officers listed in January 5, 1918 were Mrs. Ira L. Smith, Mrs. J.H. Dagg, and Mrs. Frank Yost. A few days earlier the local Tobacco Board of Trade had contributed \$25 each to the agencies comprising the local Council: the American Relief Fund, Red Cross, Army YMCA, and the Associated Charities. Even during these early years, charity drives were associated with and headquartered at offices of the Hopkinsville Business Mens Association (HBMA), forerunner of the Chamber of Commerce.

While the Associated Charities of Hopkinsville had some of the characteristics of later united fund raising organizations, its primary purpose was the welfare or individual charity cases. The Association was dominated by local Church leadership but was supported by community leadership. A Charity Day in Hopkinsville for the benefit of the Association was announced for December 16, 1919 by Garner Dalton, Secretary of the HBMA. The sum of \$175 was raised. Officers of the Associated Charities at that time were: President, Rev. A. R. Kasey; Vice President, Henry M. Frankel; Secretary, E. L. Boyd; Treasurer, Bailey Russell; and Superintendent, Mrs. J. H. Dagg.

The Associated Charities continued in Hopkinsville until the depression years of the 1930's. The 1925 drive, for example, was announced on October 24 with a goal of \$3,000 to be raised. The long-time superintendent or secretary

of the Association, Mrs. J. H. Dagg, proudly reported that 20 families a month had been cared for, transportation had been furnished nine people and hospitalization had been furnished for 14 patients. Perhaps emphasizing the problem of competition even in 1925, three days following the beginning of this drive, the Red Cross announced the start of its fund drive and one week later Bethel College opened their drive for \$100,000.

On the national as well as the Hopkinsville scene, one of the socially significant consequences flowing from the fund drives for the war defense chests of World War I was the Community Chest. Unification of fund raising campaigns for voluntary health, welfare and recreational agencies now exist in one form or another in more than 2,000 communities. The federated fund raising idea, as developed and nurtured in America, has spread to Canada, Australia, Japan, and the Philippines. By 1960, some 40 years after the emergence of the Community Chest, more than 2,000 chests were raising annually some \$450 million for health, welfare, and recreational needs - mostly on the community level. By 1950 these chests had raised more than \$3 billion for community welfare. Moreover, they had spread the base of charitable giving until three out of every four families in chest-organized cities were listed as givers. Community chest volunteer leadership and professionals have brought community fund-raising campaigns to a high point of perfection and have provided the main thrust in the evolution from charity on the part of the rich to the poor to a truly public philanthropy.

The appeal of the financial federation that can take the ever-growing requests for money and for volunteer time and bundle them into one easy package and one total annual effort is irresistible. The war chests and the community chests that followed them made a promise no chest or united fund-raising organization has ever been able to keep - to stop all other solicitations for funds for health or welfare purposes.



However logical and attractive the reasons for federation may be, federation is still stoutly opposed by most national health fund-raising organizations. In fact, the battle and the bitterness between the advocates of federated versus nonfederated fund-raising has grown unabated over these years. The National Tuberculosis Association with its Christmas Seals has been a leader in this opposition. The March of Dimes was another early vocal opponent as was the National Cancer Society.

Early in the national Community Chest movement (1926) an organization of professionals in the field of fund-raising emerged - the National Association of Community Chests and Councils. This Association organized a national headquarters funded by an assessment of 1/10 of one percent from member local chests to (1) provide service to local chests, (2) to serve as a stand-by resource to assist local chests when they might flounder financially, (3) to organize and direct the national public relations program, and (4) to provide national leadership in the field of health and welfare.

The various agencies that responded to the task of giving aid and comfort to U.S. soldiers and sailors in World War I became hotly competitive in their drives for funds and in their desire for public acclaim. Much bickering and wasteful overlapping of effort resulted. Consequently, late in 1918, Secretary of War, Newton Baker, acting with President Wilson's approval, coerced the YMCA, YWCA, National Catholic War Council, War Camp Community Service, American Library Association, Jewish Welfare Board, and Salvation Army to unite in the United War Fund campaign.

With enactment of the military draft and expansion of defense industries late in 1940, large numbers of young men were being concentrated in military camps and industrial cities, where they found more boredom and sinful temptations than opportunities for wholesome recreation. Experienced World War I

social and welfare agencies could foresee the demands to be made of them. As a result, the YMCA, YWCA, National Catholic Community Service, the Salvation Army, and the Jewish Welfare Board voluntarily joined forces in the National United Welfare Committee in November, 1940. A few months later this group - plus the National Travelers Aid Association - became the United Service Organization for National Defense - thus was born the USO of World War II fame. President Roosevelt took the initiative early in 1941 to get Congress to appropriate \$150 million for recreational facilities - to become known as USO Huts - near military bases and large war manufacturing centers. When the USO launched its first fund drive in mid-1941, 330 such facilities were in existence. F.D.R. thought the government should provide the buildings and facilities but that private agencies, financed by public giving, should operate them.

World War I had found the American Red Cross in a weak, disorganized state. The ARC had not by then mastered the twin arts of public relations and fund raising. Then World War II came to the United States, the Red Cross was far better equipped for the somewhat different role that would be assigned to it. The organization's accumulated wartime and disaster relief experience, its large membership, strong treasury, and its art of raising money could be, and were, quickly mustered.

This time, when the war storms broke, the ARC had officers seasoned in meeting disasters and in raising money to finance its work. Before the war began, the Red Cross had obtained agreement that it would be the only nonmilitary agency permitted directly to serve U.S. armed forces overseas. It will be recalled that during World War I the Red Cross was but one of several agencies in the field and, hence, the competition for funds and acclaim among the Red Cross, Salvation Army, YMCA, and religious agencies became quite bitter. In World War II there was no such competition. Due to advances in military medical services, the Red

Cross no longer would be required to maintain base hospitals, recruit ambulance sections, and provide medical supplies, now delegated to the armed services. By December, 1941, the Red Cross already had in operation a basic program to provide welfare services to U.S. Armed forces. And it had in readiness a plan for raising funds to expand these services should war come. On the very night of December 7, 1941 when every minute of President Roosevelt's time was precious, the Commander in Chief saw Norman Davis, President of the Red Cross. F.D.R. authorized full speed ahead on fund raising and personally launched the public appeal for massive funds.

THE RED FEATHER ENCOUNTERS TOUGH SLEDDING

Immediately following the initial Community Chest drive, W. A. Schmidt was named temporary Chairman to serve until the annual meeting scheduled for May, 1947. At this time, he was the choice of the group to serve a second year. Pat McCuiston, Secretary of the Chamber of Commerce, was named assistant to Schmidt and Paul Cornell became Vice Chairman. J. W. East and Russell Cornette were elected as Co-Chairmen for special gifts. A somewhat smaller goal of \$23,065 to support the same seven agencies was set and the campaign was launched in mid January, 1948. A much slower drive was conducted this second year with less publicity and promotion. Schmidt announced that the goal had been reached and slightly exceeded in early March.

Competition with the Red Cross for funds was presenting a serious problem and on March 11 the Chamber of Commerce began a poll of its members to see if the Chest campaign could not be moved to the Fall to avoid this conflict. The Chamber's letter noted "...membership sentiment is being sought, since the civic organization was instrumental in grouping a number of local charity drives into a single campaign and prorating funds according to budget needs of the participating organizations." Results of the survey are obvious, the third campaign for funds began September 15, 1948.

Russell Cornette was President and General Campaign Chairman for the 1948 Chest drive. A goal of \$25,565 was set as follows:

Boy Scouts.....	\$3,000	Crippled Childrens Society..	\$1,500
Girl Scouts.....	500	Cancer Society.....	5,000
Salvation Army.....	9,000	Teen Town.....	1,500
Colored Recreation Unit..	2,200		

A shrinkage, campaign and reserve fund of \$2,865 was included in the overall goal. A vigorous campaign was conducted through five committees: Residen-

tial, Negro, Special Gifts, County and Downtown Merchants. On November 27, Cornette announced that \$25,635.22 or a level of \$70.22 over goal in cash and pledges had been attained.

Eugene Sisk headed the 1949 Community Chest as President and General Chairman. A goal of \$28,000 had been set and a contest with the Bowling Green Community Chest leadership was initiated to see which city would be the first to reach its goal. Hopkinsville was ahead on October 26, with \$18,194 being reported. The pace began to slow, however, and a final report was scheduled for November 11 with but \$25,100 or 89.5% in hand. A campaign reserve from the previous year helped the seven agencies over the shortfall.

Frank Yost was selected as President and General Chairman for the 1950 campaign. Two new agencies were added, the Colored Day Nursery for preschool age children of day workers and the War Memorial Commission for use in financing the Memorial Building. A goal of \$29,700 was set and the campaign began in early October. A total of \$26,700 was reported to complete the drive. It might be noted that Fort Campbell at this time was conducting a separate drive and was donating to designated Hopkinsville agencies over the Chest budget. On November 21, the Fort reported \$5,485 having been so donated.

On October 2, 1951 President and Campaign Chairman Jerry Baldwin announced a new agency and concept for inclusion in the Community Chest. He noted that funds for the operation of a Christian County Welfare Agency to serve as a clearing house for charity requests and to prevent duplications with a budget of \$5,000 had been approved by the Board of the Chest. Frank Yost was named Chairman of this new agency. Baldwin had definite ideas about the role of this new agency. He was quoted as follows on October 2: "This step is the foremost movement in welfare work attempted in Christian County in many years. This is an organization which has been demanded by all welfare agencies - volunteer

and governmental - and church groups to prevent duplication of assistance. Your act today is the culmination of many earlier attempts at such an organization. The implementing of the means of bringing this agency into existence is an act which should make this 1951 Community Chest Board of Directors famous in the annals of Christian County. The duplication of aid to shiftless parasites will cease and the rehabilitation of families into useful citizens can be accomplished through the assistance which has been misdirected before. Now if the community will only cooperate and stop giving money to beggars, but will send them to the new agency we can be of real constructive service to the community. It is strange how many untrained people think that they know how to dispense charity. I don't mean private charity where the care is personally known to people, but this indiscriminate giving which merely subsidizes shiftless people allergic to an honest day's work. We hope that the community will cooperate wholeheartedly with this new organization."

The overall goal of \$29,720 was announced and the campaign began on October 5. Baldwin's positive leadership notwithstanding, funds were slow in being collected and by year's end \$26,371 (or 88.7% of goal) had been collected. The shortfall plus the previous year's shortage resulted in agencies receiving a 10% reduction in operating funds. Again, Fort Campbell contributions of \$8,431 went directly to agencies most of whom were not Chest members: Polio, Heart Fund, Cancer Society, Salvation Army, and the Soldier's Recreation Center.

George L. Atkins, Sr., headed the 1952 Chest and announced a \$33,120 goal. For the first time, the Serviceman's Center was added as a recipient agency. Again, funds were slow in being given and collected. \$29,000 or 87.9% of goal was announced at year's end. Agencies were becoming disappointed with results being obtained.

The 1953 Community Chest was headed by Walter Byers, Jennie Stuart Hospital

Administrator. Work to reach the goal of \$35,500 began with a kickoff meeting October 19. Progress was discouraging. On December 2, Byers indicated that the future of the Chest was in doubt with only \$26,000 or 73.2% of the goal collected.

As he launched the new campaign, Browning Roberts expressed fear that unless the 1954 goal was reached, the Chest might be dissolved. Schmidt stated that the Chest was at a crossroads. Mayor Porta designated the week of October 10-16 as Community Chest Week in Hopkinsville and the drive began. Funds increased by over \$2,900 but again the goal was not reached with \$28,934 or 81% of goal being finally reported.

The 1955 drive began with a downtown parade on October 3. Graham Harvey announced a \$35,450 goal and work began. Further disappointments were experienced by the united charities as a final report of only 81.3% of the goal being collected.

In an attempt to reach a set goal, the 1956 President, Roy W. Lile, announced that the \$33,350 goal had been reduced by \$2,000. Even so, the drive ended on December 1, some \$5,830 short of the reduced goal. \$27,520 or 82% was attained and the Community Chest was in serious difficulty. At the annual meeting on May 22, 1957 the Chest voted to disband because of lack of community interest and support. Agencies were left stranded to conduct their own individual fund drives. A discouraged Chest leadership withdrew to study their mistakes and to lick their wounds.

## REVIVAL AS UNITED GIVERS FUND

As has been noted, the Community Chest drive struggled through its fund raising campaign during the Fall of 1956 with its Board voting at its annual meeting May 22, 1957 to discontinue efforts because of lack of community interest and support. On February 2, the Chamber of Commerce had voted to discontinue financial affiliation with the Chest. The Executive Secretary of the Chamber had been receiving \$100 per month from the Chest for record keeping, collection of pledges, etc., according to the Chamber minutes. John Blane, Jr., was now serving as Executive Secretary of the Chamber.

The year 1957 was indeed a trying one for the recipient agencies. On October 11 the Salvation Army began its own fund drive because of "the now defunct Chest." The Boy Scouts drive for funds was lagging on October 21 and the group was lamenting the discontinuance of the Chest. The County Welfare Board complained in a November 14 story that the current situation "was wasteful of manpower, was multitudinous in efforts, was immature ...", and further noted that their own fund drive was badly lagging. Community leadership pondered the serious problem that had suddenly been created - certainly the unloved Chest was most conspicuous now by its absence. Again, and now with the unfortunate experience of an entire year without a united and community-wide funding mechanism to support its charities, leadership rallied for another effort.

A meeting of key leadership was held at the Memorial Building on February 20, 1958 to discuss the feasibility of beginning a new community-wide campaign to be called the United Giver's Fund. The new name was now being used nationally and in most communities rather than Community Chest. William A. (Bill)



Schmidt again figured prominently in the renewal of interest. Schmidt reported on his recent visit to Evansville where he had studied their successful methods. (It might be recalled that Evansville had served as something of a model for Hopkinsville twelve years earlier.) Charles Folsom reported that a study he had conducted indicated that during the previous year \$105,400 was requested by all agencies having fund drives. Of this amount, \$28,000 was raised by health groups whose policy is not to join united drives. The balance of \$77,400 represents the needs of all others including the Red Cross which had never participated locally.

A second meeting on March 27 resulted in a decision to start the United Fund drive in the fall even if other health agencies chose not to join. The April 10 session of the United Fund Board indicated agreements to participate from Teen Town, the Negro Community Nursery, the Negro Recreation Program, Welfare Board, Boy Scouts, Girl Scouts, Mental Health Association, Servicemen's Center, Salvation Army, and the Memorial Building Commission. Again, not choosing to join were the health agencies including the Red Cross and the Cancer Society. Local industry, according to another survey, much preferred the one united drive.

Walter Byers was elected President of the United Givers Fund and Schmidt was once more to serve as Campaign Chairman. Howard Stone, Thomas Industries Plant Manager, was named to head special gifts from local industry. Despite Stone's influence, the Chamber of Commerce Directors, at their August meeting, turned down a plea that the Chamber take charge of operating the drive for the newly formed united fund agency. It was pointed out that the businessmen's organization had divorced itself from the old Community Chest because of the time consumed by the drive.

Schmidt and his Board moved forward with their plans announcing a much

increased goal - \$59,000. Public awareness was focused this time on the need and Schmidt thoroughly organized his campaign. End of campaign reports proudly indicated that the drive had gone over goal to the tune of \$59,508 and more than double that ever raised previously. It should be noted that Fort Campbell was now donating directly to the new fund and this year gave \$13,500 as a part of the total.

Louis B. Panke, local manager of the Southern Bell Telephone Co., became Campaign Chairman and Howard Stone, President of the Board in 1959. A Coffee Hour kickoff for the campaign was held October 15 at which time a \$59,500 goal for the same ten agencies was announced. Panke enlisted the efforts of 350 young people from all of the 4-H Clubs in the county, Boy Scouts, Girl Scouts, Attucks High School, and Teen Town members to stage a house to house drive. Fort Campbell contributed \$13,775 to the cause. Despite Panke's strong efforts, the drive sagged and just before Christmas the civic clubs were asked to make an extra donation so that the drive might reach its goal. It didn't - by over \$6,000. At the January Board meeting agencies were told to reduce their budgets by eight percent.

Panke was elevated to President of the Board for 1960. Tom Birkhead, local insurance executive, became Campaign Chairman. Floyd VanBooven, Lacy Joiner, Jack Boxley, and Roy W. Lile served as Division Chairmen. A \$59,700 goal was announced on November 10 and the drive began. Fort Campbell's contribution totaled \$11,764 and they gave an additional \$5,749 to the local Red Cross chapter. An early January report gave the unhappy news to agencies and the public "... for the second straight year the United Giver's Fund has failed to reach its goal with only \$48,245 being raised for the ten charities. All agencies are asked to cut back by 19%."

The following year saw Mrs. Russell Croft and Robert Sapinsley serving as

Co-Chairmen of the campaign and Claude Ashby, Board President. The drive began on September 25 for \$61,500, a goal up \$1,800 from 1960. Fort Campbell came through with \$13,547 plus an additional \$5,057 for the Red Cross. Again, the overall goal was elusive with a final total of \$54,506 or 89% being reported November 16 to support the ten agencies. While the total achieved was up \$6,250 from the previous year, all concerned had good reason to believe that continued competition with the Red Cross was hurting the efforts of the campaigns of both groups.

A showdown meeting between supporters of the United Givers and the local Red Cross Chapter was scheduled for September 27, 1962. It should be noted that national Red Cross leadership had now softened somewhat in their rigid stand and were beginning to allow local chapters who so requested to affiliate with joint community-wide fund drives. At this session, the two Hopkinsville groups agreed to combine their campaigns but felt that insufficient time was available for the 1962 drive. An important decision had, however, been reached. Hal Johnson, Jr., Manager of the West Side Branch of Planters Bank, was named Campaign Chairman and Raymond McKinney, Jr., Board President. A goal of \$62,615 was announced on October 9 and another drive began. At year's end the effort was considerably short and both city banks were asked to give additionally. The annual meeting reported \$51,027 having been received with \$10,689 of this being contributed by Fort Campbell. At this session, Frank A. Yost was elected Board President for 1963.

Yost served as Campaign Chairman while carrying on the duties of the President of the Givers Fund in 1963. A campaign total of \$49,492 was collected and again the Red Cross was being accused of "foot dragging" for not being a part of the united effort. Agencies' budgets received a 30% cut.

The year 1964 saw William M. (Bill) Wells serving as Campaign Chairman under the leadership of Frank A. Yost who had been re-elected as Board President.

Rotary, Kiwanis and the Jaycees met in a joint session October 20 to kick-off the campaign and the three groups agreed to conduct the solicitation of the business division. A parade including three high school bands, a concert by the Army's 101st Division Band, plus a "pep talk" by the Reverend Bill Slider, well known Louisville Methodist Minister, were parts of Well's promotional plans. A new agency, the Fort Campbell Dad's Club, was added and the Fort Campbell contribution was increased again. MG Beverly Powell presented a check to the U.G.F. for \$19,530 on November 24 (also giving \$5,865 to the Red Cross). Even though the campaign did not reach its goal, a final total of \$58,001 was attained, an increase of \$8,500 over the previous year.

Reverend Paul Moehlman and Norris (Jack) Parrent served jointly in 1965 to head the Board while Tommy Morris was enlisted late in the campaign as Chairman. The same goal of \$64,000 was announced for the eleven agencies. Civic club members were each given a limited number of prospects to solicit. War clouds were beginning to form in Southeast Asia and this year Fort Campbell's contribution dropped significantly - to \$8,712. A total for the campaign of \$46,425 was given as a final report.

For the first time, the Red Cross became a part of the United Givers in 1966. Capt. Olvy Sheppard, local Salvation Army head, became Campaign Chairman and Robert Sapinsley was elected Board President. A goal of \$85,000 was announced and the drive began - and soon encountered problems. By the first of December and after six weeks the campaign was only at the half-way mark and \$13,328 of this was from Fort Campbell. Lack of support from influential community leaders was blamed for many of the problems. The drive stumbled to a final total of \$60,000 or 70% of its goal but still \$13,575 over the 1965 final count.

Ketchum and Company, a firm specializing in assistance with fund raising, was employed beginning with the 1967 campaign. A fee of \$5,000 being budgeted

for this part time assistance with organization and in the conduct of the campaign. Tom Birkhead served as general Chairman and Hal H. Thurmond as Board President with a goal of \$89,774 being sought. The largest amount by far, \$86,000, or \$26,000 over the previous year, was raised. Hopes for a brighter future were raised.

Kenneth O. Cayce, Jr., served as Board President in 1968 with Louis B. Langhi, Owner and Manager of Mid-Continent Spring Company, working as Campaign Chairman. Ketchum and Company again was employed to assist. The goal was set at an all-time high of \$98,876 in view of the previous year's coming within a few hundred dollars of goal. Business, professional, and industrial leadership were beginning to be used increasingly in the campaign. Dick Hinton, Phelps Dodge Plant Manager, headed Special Gifts and Dr. Thomas L. Riley, Community College Director headed Major Gifts Division. Despite a much improved organization and campaign methodology, the final total realized was \$77,500 or 78% of goal. Much of this difference was attributed to a significantly smaller contribution from Fort Campbell, now deeply involved in Viet Nam. The campaign was a disappointment but all evaluations indicated that the elements were in place. Better days were to come from these foundations.

## INDUSTRIAL LEADERSHIP LENDS STRONG SUPPORT

Community business, industrial, and professional leadership continued to lend strong assistance and support to the United Givers Fund as the decade of the 60's came to an end. James Mosely was named President of the Board and Henry Tull, III, served as Campaign Chairman. Henry Connelly moved to Hopkinsville on a \$5,000 three-month contract period as Ketchum and Company's representative. Tull named Roland Auble to chair advance gifts, Dink Embry and Cy Williamson, select gifts; Dr. Norman Klein, professional; W. D. Kelly, education; Don Barry, government; William Schmidt, special gifts; and Leonard Ezell, the county division. A goal of \$87,000 was set with nearly \$100,000 being raised made this by far the most successful to date.

Tull was moved up to President in 1970 and Bob Roseberry became general Chairman of the 1970 drive. A hefty \$109,900 goal was announced for the now twelve agencies. A Senior Citizen's Educational Program had been organized at the Hopkinsville Community College under the direction of Gladstone Koffman, retired Hopkinsville school superintendent. The program became a recipient agency. This was the beginning of the Senior Citizen's Center, which had its beginning the following year. After many problems, Teen Town, an original fund recipient, disbanded and made no request for funds. A vigorous campaign produced \$111,200, still another all-time high. Board members this year were: Henry Tull, III, President; Bob Roseberry, Vice President; William C. Swinney, Treasurer; James P. Moseley, Immediate Past President; Rozelle Leavell, Secretary; Mrs. Sam Williams, Publicity; Lacy Joiner, Kenneth O. Cayce, Jr., Dr. Norman Klein, Ralph Mahoney, Dr. Patrick Napier, Mrs. Myron Pool, David Sturges, Frank A Yost.

In regular rotation, Roseberry moved up to the Presidency and Rodney Dempsey became Campaign Chairman for the \$114,400 drive in 1971. Headquarters this year were located in the Hammond Plaza in space donated by Jeff Hammond. Fourteen agencies were included with the Dyslexia Program having been added. A well organized campaign resulted in \$127,000 or \$15,800 over the previous year being collected.

Roland Auble, Personnel Administrator at Phelps Dodge, was selected as Campaign Chairman in 1972. Rodney Dempsey, now Executive Director of the Chamber of Commerce, became Board President. A \$131,000 goal was set for the 14 agencies now including the Arthritis Foundation. On December 5, the goal had been exceeded with \$146,000 collected or 15% over the previous year. Bill Duerr served the U.G.F. as Ketchum representative for this highly successful campaign.

The Christian County Rescue Squad and the Listening Post became recipient agencies for the 1973 fund drive. Roland Auble was now President and William Munday was the campaign leader. Payroll deductions at major local industries and a training program for solicitors were beginning to pay large dividends. The fund continued to mount with \$151,153 being subscribed on a goal of \$139,500. Duerr continued to serve as the professional consultant.

Robert C. Carter, Kentucky New Era publisher, served as Campaign Chairman in 1974 with Munday moving up to Board President. Carter named Don Atwood, Howell Hightower, Lacy Joiner, and Dave Sturges as his Division Chairmen. Pledges from Fort Campbell continued to increase with \$33,000 being contributed as a part of the final tally of \$173,000. The drive had exceeded the goal by nearly \$22,000.

The 1975 campaign was under the leadership of Dr. Thomas L. Riley with Carter assuming the Board Presidency. Bill Duerr served as consultant again

as in the previous year independent of the Ketchum and Company organization. Duerr was a colorful, seemingly disorganized, but capable consultant - certainly, an individual that campaign leadership would long remember. The Multiple Sclerosis Fund was added as one of 20 recipient agencies. The goal was set at \$181,000 and on December 10 a final figure of \$207,664 was announced. Of this sum, a \$43,664 increase over the previous year, \$79,100 was contributed by Fort Campbell. The U.G.F. in Hopkinsville had become big business. The annual meeting of the Board held on January 6, 1976 made several significant changes, (1) the name of the fund was changed to the Hopkinsville-Christian County United Way, Incorporated with corporation papers to be changed accordingly, (2) it was decided to hire a full-time professional worker, and, (3) to move the Campaign Chairman to the position of President Elect thus allowing for additional experience on the Board. Mrs. Carolyn Self was elected Board President.



## THE RECENT YEARS

A new name for the organization, the United Way, proved highly acceptable community-wide as it had throughout the nation. Other changes were placed into effect by Carolyn Self as she assumed the presidency in January, 1976. As has been mentioned, the local fund had more than doubled from \$100,000 to over \$200,000 in six short years. The time had arrived for a more business-like approach to the problems of campaign organization, collections, record keeping, determination of allocations, etc. The days of being able to operate the program on a hit or miss basis were past. In March of 1976 a selection committee was appointed from the United Way Board to study the possibilities of hiring a full-time professional to manage the program of the United Way. The need for a new mechanism to coordinate the separate efforts of the 20 charities was also becoming increasingly apparent. Among the recommendations of the study committee was that a United Services Council be organized and its work funded as a recipient agency of the United Way and that this agency share the costs of a full-time director. Efforts were begun shortly thereafter to locate and hire a director.

On July 1, Ken Gallant began work full-time for the United Way and the United Services Council. Gallant, a Cincinnati area native, had been a staff assistant for several years with the Greater Cincinnati Area United Way before assuming the local position. Permanent offices were established in the Memorial Building and Gallant soon achieved rapport with community leadership. Organization for the Fall 1976 campaign began - and soon hit a snag. The task of campaign chairman during recent years had become awesome and few, indeed, were able or willing to devote the time and considerable effort to the task. The commit-

tee was unable to recruit a campaign chairman and the task fell to Self to serve both roles, as President of the Board and campaign leader.

That she achieved an outstanding campaign organization and fund drive is documented by the record of 1976. A goal of \$236,000 was set and by the final report meeting \$259,213 had been raised or \$51,549 over the previous year. Fort Campbell now had three of its own agencies participating, Army Community Service, Community Life Center, Operation Helping Hand, and the troops in increasing numbers were being encouraged to give through payroll deductions. Of the total, \$85,000 came from the Fort. It might be noted, too, that an agency added the previous year, Sickle Cell Anemia, received large sums from the Fort, particularly from minority soldiers, in the form of designated gifts.

Elected Board President in January 1977 was Dr. Thomas L. Riley and one of the Division Chairmen from the previous year, Breck Cayce, became Campaign Chairman. The goal was upped to a hefty \$280,000 and work began. Gallant was providing assistance with organizational matters unknown until now. By the end of the campaign, Cayce was able to report the goal exceeded with \$282,305 realized. A danger signal was to be noted, contributions from the Fort reached \$104,500 for an abnormally large percentage of the total.

The year 1978 saw Reverend Leonard Boynton, retired Christian Church minister, assuming the Board Presidency. By the established officers rotation method, Carolyn Self would have moved up, however, she had served two years earlier and declined a second term as President. Boynton and the Board named Roy W. Campbell as Campaign Chairman. A goal of \$300,000 was set to meet the increasing needs of 23 agencies. Contributions from the community increased even as Fort Campbell funds continued at \$104,100 for an overall total of \$287,771. While 96% of the goal was attained, this was \$5,466 more than the drive produced the year before.

Breck Cayce assumed the United Way Presidency in 1979 and Johnnie Williams, Chevrolet Auto dealer, became Campaign Chairman. Again, the campaign goal was set at \$300,000. Williams, with the strong efforts and assistance of his Board and with Gallant's help, organized well, but the effort was to experience a 50% reduction in funds from Fort Campbell because of an Army-wide edict that payroll deductions were to be entirely voluntary. A final total of \$248,241, or 82.7% of goal was achieved.

The 1980 program and drive was under the leadership of Roy W. Campbell. Ed Berry, Supervisor, Hopkinsville Milling Company, became Campaign Chairman. The Milling Company, under Frank A. Yost's leadership, had been one of the United Way's strongest supporters since the funds beginning.

It might be noted that at the annual meeting of the United Way, January 15, 1981, Hopkinsville Milling Company again received the coveted Hal H. Thurmond "People Helping People" Award, a rotating sculpture designed and fashioned by Steve Shields in 1973 and awarded annually to the company or organization contributing most, by formula, to the campaign. Other winners have included:

1973 - Hopkinsville Stone Co.	1977 - Planters Bank
1974 - Ebonite	1978 - Hopkinsville Milling Co.
1975 - Phelps Dodge	1979 - Hopkinsville Milling Co.
1976 - South Central Bell	1980 - First City Bank

In March, announcement was made of Ken Gallant's resignation as Director to assume a similar position in St. Cloud, Minnesota. Search began immediately for a successor with the campaign beginning but short months away. Lt. Col. Jim Wisby, US Army (Ret.) was selected and assumed his duties in June. A reduced goal of \$280,000 was set and the campaign organization moved forward. The local economy was experiencing difficulty this year with many layoffs in area industry. Fort Campbell funds again came up short of expectations and a final total of \$237,728 or 85% of goal was realized.

Despite campaign funding disappointments of the past two years, the organization is looking optimistically to the future. New leadership is being recruited and trained, improved campaign organization is being studied, recipient agencies are providing their input in goal setting, and improved means are being sought to work cooperatively with area business and industry. The hundreds of thousands of volunteer hours have produced far more than the several millions of dollars for charities. A spirit has been established in Hopkinsville and Christian County - a spirit of people enthusiastically working together to help each other in a United Way.

## FORT CAMPBELL ENLISTS IN THE LOCAL EFFORT

A United Federal Campaign for funds to support charities supportive of military personnel and their dependents has been conducted on-post at Fort Campbell since the end of World War II. Other Civil Service workers throughout the community have also been given the option of participating in this nationwide campaign with funds reverting to local specified agencies. The Social Security workers and U.S. Post Office employees are examples of local federal agencies who have chosen or have been directed at times in the past to affiliate themselves with the federal campaign. The obvious disadvantage to the local United Way comes from the fact that most military personnel or federal workers given the option for designating each dollar of their pledge or cash will generally do so and usually to the exclusion of the lesser known but locally vital agencies.

While a few other federal agencies so participate, the vast bulk of funds accruing to the local United Way came via Fort Campbell personnel. Realizing that from 30-60% of the troops depending on divisional strength plus all of the 12,000 (current estimate) civilian workers reside in the civilian communities surrounding the post, military authorities have been supportive of participation in local charities through united campaign efforts. That military personnel and their dependents living off-post make considerable use of local charitable agencies is well documented by the Red Cross, Boy Scouts, Girl Scouts, the Sickle Cell Anemia Foundation, the Rescue Squad, the Mental Health Center, to name but a few.

Agencies who specifically serve the military population have also been an integral part of the local campaign beginning with the Servicemen's Center in

1952 through 1975. The Fort Campbell Dad's Club was funded in 1964 and 65 and the U.S.O. became a recipient agency in 1968 and has continued to the present. Several army charity agencies located on-post have been funded in recent years including the Army Community Services, the Community Life Center, Operation Helping Hand, and the Fort Campbell Youth Activity Program.

As has been noted previously, contributions prior to 1958 and the reorganization of the defunct Community Chest into a United Givers Fund were made directly to the specific agencies and while an important part of the individual agencies' budget, were not a part of the united goal or campaign. Thus, for example, in November, 1950 the Fort announced completion of their drive with \$5,485 being designated to Hopkinsville charities. The year 1952 saw Fort funds being given, \$1,000 to the Servicemen's Center, \$1,058 to the Salvation Army, \$2,621 to the Cancer Society, and \$6,400 to the Red Cross Chapter.

With the reorganization into a United Givers Fund, agreement was reached with military officials that funds raised, with exception of the health agencies, would be channeled through the local U.G.F. Clarksville received the same agreement although the United funds in that community have been considerably smaller and much less well supported than in Hopkinsville. Successful fund raising on the military post has depended heavily on the top command support and this has varied widely depending on priorities established by command leadership. A military-wide edict in 1979 to the effect that no such personnel could in any way be coerced or pressured into payroll deductions for whatever purpose has had an impact on levels of giving on-post. Many troops, along with their officers, simply took the "easy way out" and opted not to give at all or to risk what might be considered as pressuring the troops.

Despite shifts in priorities and problems with low pressure campaigns, the following summary of funds donated would indicate clearly that military and

civilian personnel at the Fort have made an extraordinary effort to give the United Way. Such funds have constituted a significant portion of the total goal.

SUMMARY OF FORT CAMPBELL FUNDS  
CONTRIBUTED TO THE UNITED GIVERS/WAY

1958 - \$ 13,500	1970 - \$
1959 - 13,775	1971 - 5,438
1960 - 11,764	1972 - 14,717
1961 - 13,547	1973 - 4,007
1962 - 10,689	1974 - 33,000
1963 -	1975 - 79,100
1964 - 19,530	1976 - 85,000
1965 - 8,712	1977 - 104,500
1966 - 13,328	1978 - 104,100
1967 - 12,095	1979 - 52,123
1968 -	1980 - 51,603
1969 - 6,166	1981 -

## THE RECIPIENT AGENCIES

Seven Hopkinsville charitable agencies were the first recipients of funding through a united community-wide drive for financial support: Boy Scouts, Girl Scouts, the Salvation Army, the Negro Recreation Program, the American Cancer Society, the Crippled Children Society, and Teen Town. Only four of these agencies have received continuous funding over the years and one of these, the Negro Recreation Program, has changed its name and function to the Community Multi-Purpose Center located on East Second Street. The Whitepath District of the Boy Scouts of America, the Cumberland Council of Girl Scouts, and the local chapter of the Salvation Army have remained largely unchanged in purpose and function over this period.

Organized in 1917 to serve a vital role in World War I, the Christian County Chapter of the American Red Cross was quite separate and apart from united funding during the beginning years. In 1946, the Red Cross, through its separate campaign, realized \$14,212 of a \$18,750 goal and for reasons previously outlined, it would be 20 years before it joined the united effort.

After the U.S.O. Building was deeded over to the City of Hopkinsville and dedicated as a War Memorial Building to the Christian County war dead of World Wars I and II, a Memorial Building Commission was formed to supervise the facility. War dead of the Korean conflict and Viet Nam have since been memorialized. The Chamber of Commerce was requested to occupy and to supervise the building in return for free occupancy on March 17, 1948. The Chamber moved shortly thereafter from the Y.M.C.A. Building on East 9th Street. Arrangements were made in the 1950 campaign for the Commission to receive \$1,000 for building maintenance. Teen Town was also paying \$700 yearly for every Saturday night



usage of the structure. Funding for the War Memorial Building moved up over the years to a peak of \$5,200 in 1976. A difference in philosophy on the part of recent Boards regarding funding for this downtown center has resulted in contributions being reduced to a current level of only \$1,133.

Teen Town was an organization designed to provide social activities for youth and made frequent use of the Memorial Building during the period of its existence from 1946-1969. Lack of interest on the part of youth and their adult sponsors, increasing vandalism and problems connected with non-members and other recreational opportunities in the community caused Teen Town to disband.

The Christian County Welfare Agency probably dates back further than any of the agencies. It's predecessor, the Associated Charities of Hopkinsville was operating in 1915 with objectives quite similar in purpose. The Hopkinsville Civic League at their annual meeting in January, 1913 first proposed the city-wide welfare effort. Function of the Welfare Agency was given over to the County Judge in 1965 and a three-member group was named annually thereafter. A load of coal, a sack of groceries, an electrical bill - these were the type of expenditures funded by the Fiscal Court through the Welfare Board.

The local Chapter of the American Cancer Society became a charter member of the Community Chest largely through the persistent and persuasive efforts of Mrs. Robert Fairleigh, its long-time supporter and chief fund raiser. The national organization objected violently to the agency affiliating itself with a united fund. The national organization did not, however, reckon with Frances Fairleigh. The local chapter remained an affiliate until 1955 when the group finally gave in to national pressures.

The Crippled Children's Society was organized in Kentucky in 1923 and from its beginning has been closely connected with Rotary Clubs. The local chapter was no exception with Hopkinsville Rotarians taking an active part in its fund-

ing and in its inclusion as a charter agency. The Chapter continued with its affiliation until 1953.

The Hopkinsville Servicemen's Center grew out of the old U.S.O. program for off-duty Fort Campbell military personnel. During and immediately following the World War II years, an increasingly different military group - young couples and their families - were to use the facility. Smaller and smaller numbers were in evidence and in 1975 funding was finally discontinued.

As business, professional and industrial leadership took a stronger role in the work of the United Givers Fund, the number of charities brought under the umbrella increased rapidly: the U.S.O. in 1966, the work with Senior Citizens in 1968, the Dyslexia program in 1970, Arthritis Foundation in 1971, the Christian County Rescue Squad in 1972, Sickle Cell Anemia Foundation in 1975, several previously mentioned Fort Campbell on-post agencies, Buddies Inc., the Kidney Fund all in 1976.

No United Way has as yet been able anywhere, perhaps unfortunately, to bring all of the health agencies into a united campaign - Hopkinsville is certainly no exception. The Heart Fund, the Cancer Society, the Crippled Children's Easter Seals, Diabetes Foundation, etc., all conducting sizable fund drives, are notably absent from the local united effort. Following is a summary of local agencies who have, however, chosen to pool their fund-raising efforts into a United Way.

UNITED WAY ALLOCATIONS 1974 - 1978

	<u>1978</u>	<u>1977</u>	<u>1976</u>	<u>1975</u>	<u>1974</u>
Arthritis Foundation	4,400	4,200	4,100	4,000	3,800
Boy Scouts	22,500	19,900	18,000	17,400	16,500
Buddies, Inc.	3,500	1,100			
Christian County Youth Services	1,400	1,100			
Dyslexia	1,200	1,100	700	680	600
Emergency Relief	3,100	3,100	3,100	3,000	2,850
Ft. Campbell Services	28,552	25,000	20,542		
Girl Scouts	15,120	13,500	12,000	11,600	10,000
Kidney Foundation	1,552	1,500	1,400	1,400	
Memorial Building	4,800	5,000	5,204	3,250	3,250
Mental Health Center	15,000	14,200	12,000	11,800	11,000
Multiple Sclerosis			1,600		
Multipurpose Center	7,344	5,000	4,600	4,400	3,800
Preschool Day Care	2,208	2,000	2,000	2,000	2,000
Red Cross	41,400	37,000	31,000	27,600	25,000
Rescue Squad	4,500	3,200	2,900	2,700	2,500
Salvation Army	37,404	33,400	28,600	27,600	26,000
Senior Citizens	12,500	10,000	8,500	8,250	8,000
Sickle Cell Anemia	7,200	5,880	15,000		
U S O	500	500	800	800	800
United Services Council	3,500	3,250	2,000		

THE UNITED WAY  
1979 AGENCY ALLOCATIONS

Arthritis Foundation	\$ 4,620
Boy Scouts	22,500
Buddies, Inc.	5,500
Christian County Youth Services	1,400
Dyslexia	1,200
Emergency Relief	3,100
<u>Ft. Campbell Agencies</u>	
Army Community Services	12,100
Army Dependent Youth Fund	8,000
Community Life Center	8,000
Operation Helping Hand	3,250
Girl Scouts	15,120
Kidney Foundation	1,550
Memorial Building	4,800
Mental Health Center	16,500
Multipurpose Center	8,000
Preschool Day Care - Community Nursery	2,200
Red Cross	46,000
Rescue Squad	4,500
Salvation Army	39,000
Senior Citizens Center	12,500
Sickle Cell Anemia Foundation	5,500
U S O	500
United Services Council	4,900

1980 UNITED WAY ALLOCATIONS

Arthritis Foundation	\$ 4,000
Boy Scouts	19,000
Buddies, Inc.	10,000
Christian County Youth Services	1,300
Dyslexia	1,500
Emergency Relief	3,000
Girl Scouts	12,000
Kidney Foundation	2,000
Memorial Building	1,800
Mental Health Center	14,000
Multipurpose Center	9,000
Preschool Day Care	2,200
Red Cross	42,500
Rescue Squad	4,100
Salvation Army	38,500
Senior Citizens Center	12,000
Sickle Cell Anemia Foundation	800
USO	250
United Services Council	5,000
<u>Ft. Campbell Agencies</u>	
Army Community Services	10,000
Army Dependent Youth Fund	8,000
Community Life Center	18,500
Operation Helping Hand	4,000

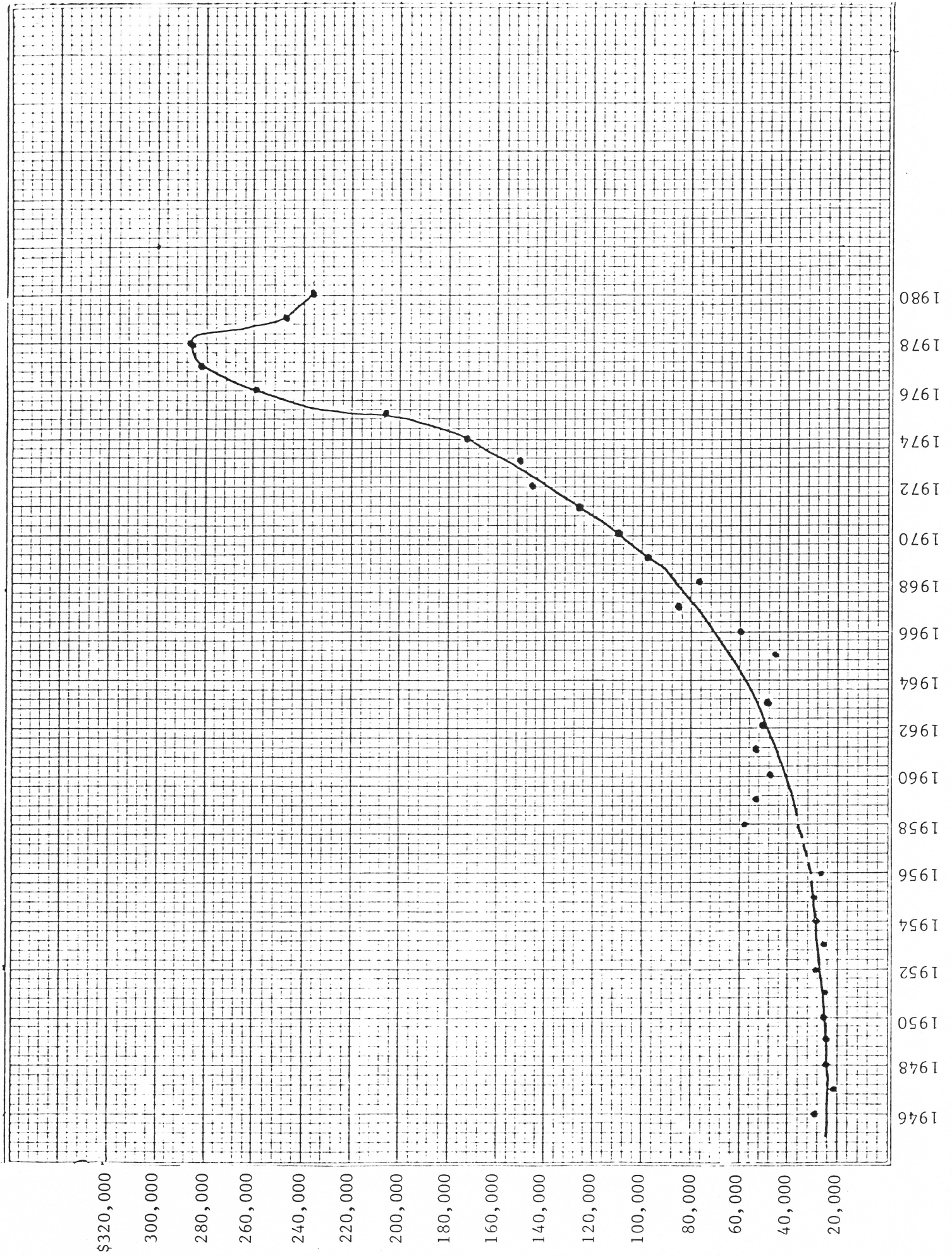
\$ 33,450

1981 UNITED WAY ALLOCATIONS

Arthritis Foundation	\$ 3,165.66
Boy Scouts	18,477.34
Buddies, Inc.	8,343.26
Christian County Youth Services	1,241.26
Dyslexia	1,557.82
Emergency Relief	3,065.66
Army Community Services	7,914.16
Army Dependent Youth Fund	6,331.32
Community Life Center	10,830.00
Operation Helping Hand	3,373.91
Girl Scouts	14,178.66
Kidney Foundation	1,866.06
Memorial Building	1,133.00
Mental Health Center	13,162.50
Multipurpose Center	7,747.50
Preschool Day Care	2,082.66
Red Cross	39,099.82
Rescue Squad	4,265.30
Salvation Army	34,988.66
Senior Citizens Center	12,445.98
Sickle Cell Anemia Foundation	6,841.00
U S O	1,356.00
United Services Council	<u>4,665.16</u>
TOTAL AGENCY ALLOCATIONS	\$208,132.69



FUNDING, 1946-80





LEADERSHIP AND FUNDING SUMMARY

<u>YEAR</u>	<u>CAMPAIGN CHAIRMAN</u>	<u>PRESIDENT OF BOARD</u>	<u>FUNDS RAISED</u>	<u>GOAL</u>	<u>% OF GOAL</u>	<u>AMOUNT AND % INCREASE OVER PREVIOUS YEAR</u>
1946	W. A. Schmidt	W. A. Schmidt	\$ 29,538	\$ 26,155	112.9%	
1947	W. A. Schmidt	W. A. Schmidt	23,090	23,065	100.1%	- 6,448 (-21.8%)
1948	Russell Cornette	Russell Cornette	25,635	25,565	100.1%	2,570 (+11.1%)
1949	Eugene Sisk	Eugene Sisk	25,100	28,000	89.5%	- 535 (-2.1%)
1950	Frank A. Yost	Frank A. Yost	26,700	29,700	90.0%	1,400 (+5.6%)
1951	Jerry Baldwin	Jerry Baldwin	26,371	29,720	88.7%	- 329 (-1.3%)
1952	George L. Atkins	George L. Atkins	29,000	33,120	87.9%	2,629 (+9.9%)
1953	Walter Byers	Walter Byers	26,000	35,500	73.2%	- 3,000 (-13.5%)
1954	Browning Roberts	Browning Roberts	28,934	35,500	81.5%	2,934 (+11.3%)
1955	Graham Harvey	Graham Harvey	28,852	35,400	81.3%	- 82 (-0.3%)
1956	Roy W. Lile	Roy W. Lile	27,520	33,350	82.2%	- 1,332 (-4.7%)
1957	COMMUNITY CHEST DISBANDED MAY 27, 1957 — NO CAMPAIGN DURING YEAR					
1958	William A. Schmidt	Walter Byers	59,538	59,000	100.9%	
1959	Louis B. Panke	Howard Stone	53,239	59,500	89.5%	- 6,299 (-10.6%)
1960	Thomas Birkhead	Louis B. Panke	48,254	59,700	80.8%	- 4,985 (-9.3%)
1961	Mrs. Russell Croft & Robert Sapinsley	Claude Ashby	54,506	61,500	88.6%	6,252 (+12.9%)
1962	Hal Johnson, Jr.	R. C. McKinney, Jr.	51,027	62,615	81.5%	- 3,479 (-6.4%)
1963	Frank A. Yost	Frank A. Yost	49,492	61,000	81.1%	- 1,535 (-3.0%)
1964	William M. (Bill) Wells	Frank A. Yost	58,001	64,000	90.6%	8,509 (+17.2%)
1965	Tommy Morris	Rev. Paul Mohlman & Norris (Jack) Parrent	46,425	64,000	72.5%	- 11,576 (-19.8%)
1966	Capt. Olvy Sheppard	Robert Sapinsley	60,000	85,000	70.6%	13,575 (+29.2%)
1967	Thomas Birkhead	Hal H. Thurmond	86,000	89,774	95.8%	26,000 (+43.3%)
1968	Louis B. Langhi	Kenneth O. Cayce, Jr.	77,500	98,876	78.4%	- 8,500 (-9.9%)
1969	Henry Tull, III	James Moseley	99,133	87,000	113.9%	21,633 (+27.9%)
1970	Robert Roseberry	Henry Tull, III	111,200	109,900	101.2%	12,067 (+12.2%)
1971	Rodney Dempsey	Robert Roseberry	127,000	114,400	111.0%	15,800 (+14.2%)
1972	Roland Auble	Rodney Dempsey	146,000	131,000	111.4%	19,000 (+15.0%)
1973	William Munday	Roland Auble	151,153	139,500	108.4%	11,653 (+3.5%)
1974	Robert C. Carter	William Munday	173,000	155,000	111.6%	21,847 (14.4%)
1975	Dr. Thomas L. Riley	Robert C. Carter	207,664	181,000	114.7%	43,664 (+20.0%)
1976	Mrs. Carolyn Self	Mrs. Carolyn Self	259,213	236,000	109.7%	51,549 (+24.8%)
1977	Breck Cayce	Dr. Thomas L. Riley	282,305	280,000	100.8%	23,092 (+8.8%)
1978	Roy W. Campbell	Rev. Leonard Boynton	287,771	300,000	95.9%	5,466 (+1.9%)
1979	Johnnie Williams	Breck Cayce	248,241	300,000	82.7%	- 39,530 (-13.7%)
1980	Ed Berry	Roy W. Campbell	237,728	280,000	84.9%	- 10,513 (-4.2%)
1981	Mrs. Mary Calhoun	Johnnie Williams	300,000	432,000	69.4%	62,272 (+26.2%)
1982	Ron Watson	Mike Foster				

# Watson To Head United Way Campaign

By SONNY ALLEN  
NEW ERA Staff Writer

United Way officials announced today that Ron Watson, manager of the local J.C. Penney store, will head the organization's 1982 fund-raising campaign.

In making the announcement, Mike Foster, president of the Hopkinsville and Christian County United Way, said Watson is an active member of the United Way Board and is the past chairman of the Allocations and Budget Committee.

Watson, 46, also is a past Junior Achievement company sponsor, a member of the Chamber of Commerce Military Affairs Committee, a member of the Business Management Advisory Board of the Hopkinsville Community College, the Rotary Club and president of the Mail Merchants Association.

"I have been a longtime supporter of the United Way and firmly believe that the United Way is the primary vehicle for support of local human service delivery," Watson said.

"I have been greatly impressed with the community's spirit and support of the United Way," Watson said. "I have developed an appreciation and admiration for the many volunteers who spend countless hours raising funds to support essential community services."

Watson noted that although the \$300,000 raised during last year's campaign was short of the \$432,000 goal, it was 26 percent more than raised the previous year.

Foster added that the agency looks at two areas in setting its goal. First, it looks at the financial capability the community has to contribute. Foster said it would be easy to set a low figure and make the goal, but that would be defeating the purpose of United Way.

Second, Foster said United Way looks at the needs of the 23 agencies to which it lends financial support.

United Way's Allocations and Budget Committee reviews the needs of each of the 23 agencies in special hearings, Foster said.

Watson added that with funding re-

ductions expected from both state and federal governments, there will be more need than ever for financial support from United Way.

"Some of the agencies (supported by United Way) are in trouble and will have a difficult time surviving," Watson said.

He noted that division leaders will be selected in the near future and a goal will be announced after careful scrutiny by United Way officials.

Watson said it is the hope of the United Way to raise sufficient funds to fund its support agencies adequately so that supplemental fund-raising drives some of the organizations are forced to conduct will not be necessary.

Watson said United Way also is hoping to expand its financial support to other organizations and possibly help fund selected programs being discontinued by the state or federal government.

As an example, Watson said that Buddies Inc., which has received state



RON WATSON

—continued on page 10