

## Community Chest

# Questions And Answers About Community Chest

By George Atton  
Public Relations Chairman  
For Community Chest

Question: Are campaign solicitors paid?

Answer: The campaign chairman, division chairmen, captains and solicitors all give their time without cost to Community Chest.

Question: How high are campaign costs?

Answer: Campaign costs are greatly reduced by having many campaigns in one. In Santa Cruz it costs less than three cents of every dollar raised for the seven Red Feather agencies. Independent campaigns rarely spend less than 20 cents for every dollar contributed!

Question: Is the money well spent?

Answer: Every agency in the Community Chest gets a double check budgetwise. First, the agency budgets itself. Then a hard-headed volunteer budget committee, made up of business men, labor representatives, and home makers checks the budget of every agency to cut corners and trim expenses, and still get the job done right.

Question: Who pays for lunch?

Answer: Campaign meals are never paid for from contributions. Either the volunteer worker pays for his own meal, or an industry or store sponsors the meal which is in addition to the contribution of that company.

Question: Do Chest agencies give relief?

Answer: Since giving relief is, by law, primarily a responsibility of city and county government, Chest agencies emphasize prevention and service. Thus the Catholic charities help people solve all types of personal problems so that they can con-

tinue to be self-respecting and self-supporting. Youth services like the Boy and Girl Scouts look to our city's future by building character in today's youth.

Question: Does our money leave Santa Cruz?

Answer: Over 90 per cent of the money raised by your Community Chest is used in the Santa Cruz area to help local citizens. Most of the small percentage of money which leaves Santa Cruz is used to serve Santa Cruzans in the Armed Forces. In addition to the 23,000 residents of Santa Cruz who were served, over 10,000 county residents benefitted.

Question: How does budget committee protect your gift?

Answer: The citizen's budget committee acts like a "contributors' research" organization. This neutral group of Santa Cruzans studies the needs and accomplishments of each Red Feather service. They cannot be carried away by the enthusiasm that small groups, working exclusively on one project, are often subject to. The value of each service, to the whole community, is weighed against the other, thus gaining an overall picture.

Question: Are board members paid?

Answer: The board members of all Red Feather agencies, and the Chest board, serve without pay.

Question: Are Chest finances public information?

Answer: Yes. All Red Feather agencies are audited annually by a certified public accountant, and any contributor is entitled to examine the auditor's reports by coming to the Chest office.

Question: What if I don't like a certain agency?

Answer: You may earmark your contribution to one or more specific agencies, on the back of the pledge card. A good citizen should not penalize the other health, welfare and youth guidance programs by refusing to make a fair-share gift because he dislikes one or more agencies.

Question: Is the Community Chest controlled nationally?

Answer: No national organization controls the governing body of our Chest. Our Com-

munity Chest is run by Santa Cruz citizens from all walks of life.

Question: Don't my children pay their own way in the "Y" and scouts?

Answer: Membership fees pay only a small portion of the cost of such youth work. The balance comes from the Chest and other income. Many parents do pay for uniforms, supplies, and attendance at camp. The community sees that every youngster can belong through the Chest way. And of course your gift also makes possible

## Hospital Says Little Indian May Be 150

New York (AP).—A New York hospital report said yesterday that peppery little Javier Pereira is a very old man, and "possibly he may be more than 150 years of age."

Even if he is the world's oldest man, the report added the tiny Indian from Colombia is sprier and better preserved in some respects than many men.

Pereira underscored the findings when he broke up a news conference by taking swings at a couple of reporters. He hit one who reported:

"Believe me, it hurts."

Pereira, four feet, four inches tall, was brought here from South America two weeks ago to try to test the claim of some people that he is 167 years old.

New York hospital said in its report:

"Although medical science possesses at present no methods of determining the exact age of any adult, non-medical evidence indicates that Mr. Pereira is indeed a very old man, and that possibly he may be more than 150 years of age.

"Under such circumstances, his physical condition and his diet are of lay as well as medical interest.

"Examination has revealed him to be vigorous, alert and observing."

SHOP IN THE GREATER  
SANTA CRUZ TRADING AREA

the work of the rest of the Red Feather agencies.

Question: Are Chest contributions used for buildings?

Answer: No Chest contributions are used to erect buildings. The money is used to keep the agencies in operation for a whole year.

Question: What if I give my charity direct?

Answer: A few persons in a community our size giving their "charity" direct wouldn't scratch the surface of needs. There would be a strong possibility that the agencies that put on the most spectacular program would get the most, while those that can't dramatize their services would get little. Anyway, "charity" isn't Red Feather business anymore. The public, tax-supported agencies take care of charity. Chest funds save families from destruction, give self-confidence to the handicapped, perform health services and serve our youth.

Question: What is my fair share?

Answer: Only you can answer that. Add up how much you'd give to each Red Feather organization if it came to you at a different time of the year. Fifty cents per agency? A dollar? Most people want to give what is fair for their community's welfare services.

## Park And Rec Commission To Meet Tuesday

City park and recreation commissioners will meet Tuesday night to discuss the construction of a hard top race track at Harvey West stadium.

Harry Winterburn, city director of parks and recreation facilities, will report to the commission on his recent trip to attend the American Institute of Park executives conference in Seattle, Wash.

### FIRED FIRST SHOT

On October 23, 1917, the first American artillery shot was fired in World War I, honors going Battery C, Sixth Field Artillery in the Luneville sector.

**DANCE**  
and  
**Romance**  
*Beautiful*