

Title:	St. Catharines Community Chest/United Way Campaigns, 1953-1978 (non-inclusive)		
Creator:	Ontario Editorial Bureau		
Dates of Material:	1953-1978 (non-inclusive)	Record Group Number:	RG 75-69
Summary of Contents:	<p>Correspondence, Clippings and Press Releases, 1953-1978 (non-inclusive)</p> <p>1.1 Contains an article about starting up a budget committee for the Community Chest of St. Catharines participating in a 1953 Red Feather campaign. A Community Chest Board of Directors is included. Rex Stimers (sportscaster) says that he will end each of his broadcasts with a plug for Community Chest, 1953</p> <p>1.2 The second annual Community Chest campaign gets underway. Lists of campaign members and participating agencies are enclosed. Questions and answers for an interview of Mr. Sawle (President of the 1954 campaign) are also included. The 1954 campaign received \$89,942 in donations and \$192,352 in pledges, 1954</p> <p>1.3 Includes a script for a Jaycee Spotlight Program which was aired on CKTB on October 29th. Minutes of the September 1958 Campaign Executive Committee are also included. The 1959 campaign fell short of its goal, 1956-1960</p> <p>1.4 A report of the 1962 Public Relations Committee for the St. Catharines and District Community Chest is included as well as minutes from the Public Relations Committee. An opening day ceremony was discussed. A listing of the Public Relations Committee for 1964 is provided. 1964 is touted as the "best campaign year ever". A volunteer canvasser's guide is included, 1961-1964</p> <p>1.5 Public Relations members list and minutes are included. A flyer for the 1965 Community Funds and Councils of Canada 1965 Round-up Conference is included. An address was made by Group Captain William M. Lee to the Cornwall Community Chest Seminar, 1965</p> <p>1.6 Contains correspondence and minutes as well as a report on the 1967 campaign of the United Fund of St. Catharines and District, 1966-1967</p> <p>1.7 Contains a list of the Public Relations Committee for, minutes of the Public Relations Committee meetings and a Public Relations report. Included are editorial comments on the different types of people that might use the United Way, includes 1 b&w photo, 1968</p> <p>1.8 Includes minutes, correspondence, flyers and a canvasser's guide as well as 3 reports on the 1969 campaign. The reports were written by: Peter</p>		

	<p>J. Gosen, General Campaign Manager; J.E. West, President and Brian Leyden, Public Relations Chairman, 1969</p> <p>1.9 Contains minutes, correspondence and lists of persons on the Campaign Committee, the Executive Committee and the Public Relations Committee. Also included are reports on the 1970 campaign. The reports were written by: Peter J. Gosen, Loaned Executive Chairman; Allan A. Irvine, President and Brian Leyden, Public Relations Chairman. <i>A United Way Credo</i> is in this file as well as <i>The United Way... What It Is, History of the United Fund of St. Catharines and District Inc., Objectives and Purposes of the Corporation, United Fund Boundaries, A Citizen Board and My Role in it, Chart of Organization, Committee Functions, Budget Committee and Public Relations Committee</i>, 1970</p> <p>1.10 Contains a Volunteer Campaign Kit, a list of the Executive Committee members, Board of Directors, members of the Public Relations Committee and the Budget Committee. Correspondence, minutes and an annual report are also included, 1971</p> <p>1.11 Includes minutes, correspondence and a report by the 1972 Budget Committee including 1973 budget requests, 1972</p> <p>1.12 Correspondence, 1978</p> <p>Publications, 1964-1966, 1970-1971</p> <p>1.13 <i>Viewpoint</i> published by Community Funds and Councils of Canada, a division of the Canadian Welfare Council, 1964-1966</p> <p>1.14 <i>The United Campaigner</i> published by the United Fund of St. Catharines and District Inc., 1970-1971</p>
<p>Physical Description / Condition:</p>	<p>17 cm. (1/2box) containing correspondence, clippings, promotional material, minutes and photographs.</p>

Administrative/ Biographical Sketch	<p>The United Way movement began in 1917. Charities in Toronto and Montreal started community collectives in order to raise money to support their communities. These collectives were also started in other parts of the country and were known under a variety of names including: Red Feather, Community Chest and the United Appeal. In 1973 these organizations took the name of United Way.</p> <p>United Way campaigns raise money for local groups that are involved with community issues. The national organization provides leadership and support to its members. Volunteers make up the United Way boards and work on local fundraising campaigns. Each United Way is responsible for its own community.</p>		
Location:	Brock University Archives		
Source Information:	This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.		
Subject Headings: Added Entries:	Cahill, Louis Ontario Editorial Bureau United Way of Canada Charitable organization zCanada		
Related material held at other repositories:			
Described by:	Anne Adams	Date:	July 20, 2016