

SANDIA BULLETIN

MONDAY

Red Feather Special

OCTOBER 5, 1953



HITTING THE MARK for the '53 drive is Roseanne Bascom, 3122.

Goal of Drive Result of Long Study By Budget Committee and Directors

The final figure of \$274,823.69 which is the Albuquerque Community Chest goal this year was arrived at after months of preparation, investigation and study.

No Frills

All the budget estimates submitted to the Chest by member agencies must be made up in accordance with a number of general policies. Chief among these is the Fund policy of appropriating money to an agency for operating purposes only.

The Chest's budget committee is the key group through which all financial problems are routed. It is authorized to study agency requests and make recommendations regarding appropriations.

In addition, the committee requires an annual audit of current and capital accounts of each agency.

Sandians who had a part in figuring the budget were T. E. Shea, C. W. Eggert, Harold Sharp and Fred Smith.

Add and Subtract

The amount allocated to each

agency is figured by studying all the agency's ordinary expenses for operation and maintenance and then subtracting all the non-Chest income—the resulting amount is the sum considered by the Budget Committee for inclusion in the financial campaign.

Once the agencies submit their figures to the Budget Committee the matter doesn't end there, however. The requests submitted for the fiscal year Oct. 1, 1953, to Sept. 30, 1954, totaled \$325,941. After several weeks of conferences with the agencies the committee pared the appropriation to a minimum of \$281,414. The Board of Directors further reduced the amount to \$274,823.69—the final goal.

Thus a total of \$51,117.31 was cut from the original request.

A Message from the President

During the past few weeks, my family and I have had an unusual opportunity to experience the friendliness and hospitality of Albuquerque. We appreciate very much indeed the many thoughtful and helpful things which have been done for us. We also appreciate the friendly welcome we have received from our new neighbors, both within the Corporation and in that larger community of which we are all a part.

So it seems most fitting that I should now be writing to you about this year's Albuquerque Community Chest campaign. In these campaigns we get an opportunity to express what neighborliness means to us. The Community Chest is perhaps the most important mechanism through which we can express our concern and regard for our neighbors throughout Albuquerque. Not only do we have, through these campaigns, a chance to help those who need help very much; we also have a chance to make sure that services of great value to the community, and therefore to us, will continue.

In past years, those in Sandia Corporation have built up an enviable reputation as good neighbors. Many have worked long and hard on community problems. Many more have helped in the annual Community Chest campaigns. Altogether, the people of

Sandia Corporation have set a high standard in the total of individual contributions.

Knowing that the need is still greater this year, I feel sure that each of us will want to give even more than in previous years. To the extent that we find it possible to do so, we shall increase the strength of our community. But I am also sure that each contribution, large or small, will be gratefully received and wisely used, and that you will get personal satisfaction from helping out.



Mr. McRae

'52 vs. '53

Here are several challenges faced by the '53 Red Feather Drive as against last year's successful Sandia Corporation participation in the Community Chest:

The general budget has been increased 19 per cent—in 1952 it was \$230,000, this year it is \$274,000.

Last year 90 per cent of our employees contributed—the goal this October is a solid 100 per cent.

The current payroll has been upped from 4800 eligible persons last year to 5200 possible contributors in 1953.

The general solicitation plan this year is the same as last year with a more extended payroll deduction period available to contributors.

the ANSWERS

1. How much will the present campaign raise?

The increased requirements of our fast-growing city amounts to \$274,823.69 compared to \$230,000 last year. Figuring 30,000 families, that means a needed average of about \$10 per wage earner.

2. Can I pay by installments?

Yes, two ways: Payroll deduction, and monthly, quarterly, or semi-annually—see pledge card.

3. How much of the money I give goes to campaign costs?

2%.

4. What do my family and I get out of it?

Without the services of the Red Feather agencies this or any other town wouldn't be as good to live in. The better job they do the better our community life.

5. Can I specify to which agency my money is to go?

Yes.

6. Why do some of the agencies charge fees?

Fees are charged by some of the agencies on a sliding scale according to the means of those benefitted, and the services are given to those who can afford nothing. If it weren't for the fees the needed allocations would be larger.

7. Mr. "So and So" couldn't get help!

It is very likely that the person applying for help was eligible for assistance from a government tax-supported department. If so, the Chest agency refers him to the proper agency. With questions like these it is very important to get the name of the person in question and the circumstances of his case. The Chest will track down the details and inform the questioner. In nearly every case we find that either the facts have been misunderstood or that the agency's identity was mistaken.

8. I already pay for my kids to belong.

The amounts that are paid by parents and children for participation in youth programs such as the Boys' Club, Boy Scouts, and the Ys do not begin to cover the cost of operating these programs. If, for example, the Chest did not support the Boy Scouts, each boy would have to pay about \$9.00 MORE each year to belong.

9. Why are there so many campaigns?

Community Chest does its best to eliminate other campaigns by accepting qualified agencies into the Chest. It cannot, however, FORCE other agencies to combine their drives with the Community Chest. Only the public, by fully supporting the Red Feather campaign, can make other agencies unite.

Rally For Solicitors Sparks Two-Day Red Feather Drive

The men and women who will swing into action tomorrow in the two-day drive for the 1953 Community Chest will gather this afternoon at the Coronado Club for a pre-kickoff rally.

Talks Slated

Chairman of the rally will be Jack Hansen, 2200, who is also drive chairman. He will speak briefly and then introduce a number of Corporation, AEC and Community Chest officials.

Among those who will give short talks on the various viewpoints and items of interest connected with the Chest and its agencies will be campaign manager Harold A. Elliott, Chest president A. M. Cadwell, Vice-President Timothy E. Shea, and union presidents William Bramlett, Kenneth Shinn and C. W. Eggert. Richard Bice, 1260, who has been a Sandian since 1945, will also present a short talk.

An expected 600 Red Feather workers will attend the 3:30 p.m. meeting in the Club ballroom. The rally will last about 45 minutes, according to Chairman Hansen, and will include an interlude during which the Sandialiers, men's singing group, will present several selections under the direction of Terry Riggins, 1263.



RECREATION at the Christina Kent Day Nursery is planned to develop the child's individuality.

Voices in the Air Aid Chest Drive

Don't be surprised to hear voices in the air tomorrow morning when you arrive at work, and at other times throughout the two-day Community Chest drive.

The voices will be those of various members of the Sandia Toastmasters Club who volunteered to man the public address system at the various entrances to the Tech Area.

Six Systems

Under the supervision of John Noe, 5415, six P.A. systems have been installed. There will be one in the tower of the Administration Building to cover the three western approaches to the Tech Area and each of the other five gates will have a P.A. system of its own.

Max Weber, 5132, past president of the Sandia Toastmasters Club will man one of the microphones and assign other members of the Club to other microphones.

The Voices

The other voices heard will be those of Bill Bramlett, 2451; Carl Carlberg, 2312; Earl Craven, 2443; John Cunningham, 5432-2; Gordon DeSoto, 1614-4; Gene Gardner, 1631; Ed Janssen, 1284; Don Jenkins, 3154.

Art Jones, 2464-1; Doug Macrae, 3171-1; Purdy Meigs, 5132; Commander Larry Moore (assigned to 5430); Ed Roth, 1643-2; Ben Russo, 1521; John Salazar, 2533; Bob Spence, 5221; Jack Sublett, 2552; Ralph Wilson, 1261; and Nate Wineberg, 2553-1.

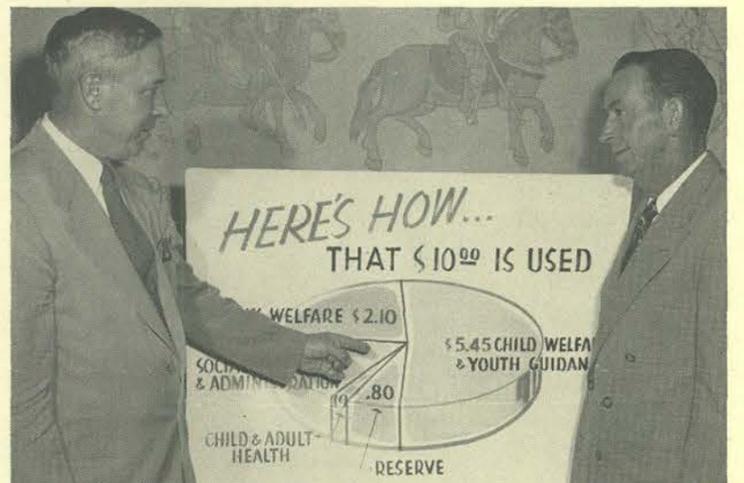


WITH GOODWILL Industries, Inc., behind him this man, who is almost totally deaf, has remained a useful, productive citizen—and in turn his carpentering talent has helped make Goodwill the powerful aid to the handicapped it is.

Smokestack in Booth

A Red Feather progress booth will be set up October 6 and 7 in the lobby of the Administration Building and Sandians will be able to watch the advance of their own organizations on the large "smokestack" chart.

Similar charts will be posted at the gates to the tech area. The booth and gate graphs will present a constant indication of the participation of all organizations.



ON THE PANEL of "The Jaycees Ask," a TV program held yesterday in behalf of the local Community Chest drive, were Timothy E. Shea, Corporation vice-president and Chest first vice-president, and Thomas Popejoy, University president and Chest director. They are looking at a chart which shows how a \$10 contribution is spent.



GETTING ACQUAINTED at Martineztown Community Center were these Sandians and the youngsters in the day nursery. Among the volunteer solicitors making a tour of a few of the Red Feather agencies were, left to right, C. J. Lucci, 2411, J. E. Fitch, 2140, E. T. Cook, AEC, and G. N. Corbitt, 2471.

CHEST TV SHOW

A television show featuring the Albuquerque Community Chest will be presented by KOAT-TV, channel 7, at 7 p.m. tomorrow, as a tribute to Red Feather workers who will begin their campaign in the morning. Producer of the entire program is Ted Sherwin, 3125, who organized the show with the cooperation of Jeff Greer, Chest executive secretary, and Ted Snider, KOAT-TV operations manager.

The hour-long program will sparkle with local talent. Appearing on TV screens throughout the city will be the Albuquerque Boys Choir, the Albuquerque High School band, the Bernalillo County Sheriff's Posse, a trampoline exhibition by two Kirtland airmen and demonstrations by various Community Chest agencies.

Kickoff Follows Long Planning By Team of Campaign Leaders

Tomorrow's Community Chest drive kickoff here at Sandia Corporation will culminate the efforts of a committee whose intensive planning has been underway for the past month.

Heading up the '53 drive is R. J. "Jack" Hansen, 2200. A. F. "Doc" Cone, 1510, is treasurer Emil C. Deuschle, 4310, is in charge of statistics; Charles W. Campbell, 1900, is deputy chairman heading solicitations; and Harold W. Sharp, 3100, is coordinator of meetings.

Fred Smith, 3000, and Judson Ford, AEC, jointly head the Chest Sandia Base-SFOO campaign division.

Committeemen include C. W. "Curly" Eggert, 2414; Kenneth C. Shinn, 2471, and William O. Bramlett, 2451.

Working with Deputy Chairman Campbell is a group of general organization representatives including Jack Howard, 1330, Dave Tarbox, 2410, Eugene Peirce, 3120, C. W. Dickinson, 4220, and Harlan Lenander, 5230. Also assisting Mr. Campbell is George Thorne, 1918, who is general coordinator in charge of solicitations.

Team captains and their groups are: 1000—Leo Jercinovic, 1923; Donald Dreesen, 1522. 2000—Don Hurt, 2121; Joe Boulais, 2320; Leroy Huenefeld, 2442; Jack Underwood, 2512. 3000—Robert Knudson, 3125. 4000—Frank Grubbs, 4151. 5000—D. E. Showalter, 5234; William Jamieson, 1914; and C. E. "Dale" Grover, 2220.

The committee headed by Publicity Chairman Kenneth Erickson, 5130, includes Sylvan Harris, 2460, posters and public address scripts; Kenneth Shinn, publicity material distribution; Bill Jenkins, 3125, press releases; John Noe, 5415, public address system; Richard Claassen, 5143, coordination; Max Weber, 5132, public address speakers; and Thomas Zudick, 1916, television and other downtown coordination.



LITTLE DAVID is just one of the many children cared for at the St. Anthony Orphanage.

Red Feather Kits To Aid Collection

Everything is set to launch the 1953 Community Chest campaign tomorrow—here is how you may contribute:

Each employee will be personally contacted by the solicitor in his assigned organization.

The solicitors are equipped with "kits"—and that includes a pledge card for each individual, already filled out except for amount. The solicitor will present a red feather and a window sticker to each participant in the fund drive.

You may give to the Community Chest in cash or you may take advantage of the payroll deduction plan and have weekly or monthly portions deducted from your check.

If for any reason your solicitor misses contacting you, and you wish to donate, go to the Red Feather information booth in the lobby of the Administration Building.

Night shift workers will have solicitors in their assigned organizations.

The Agencies and Their Needs

Each day of the year hundreds of services are rendered for children, families, the aged, sick and handicapped, by the agencies of the Community Chest. The material in our Community Chest to render these needed services is in the form of efficient agencies, skilled staffs, responsible Board members, hard-working volunteers, and private contributions of funds.

HOW YOUR RED FEATHER DOLLARS ARE SPENT

Christina Kent Day Nursery

The Christina Kent Day Nursery is maintained for the purpose of caring for pre-school children of working mothers.

Cost of total operation—\$18,431.
Funds furnished by Community Chest—\$8,966.

St. Anthony's Orphanage

The care of homeless and neglected boys through the eighth grade and both boys and girls from birth until school age. Services include schooling, scouting, and 4-H clubs. The boys are trained in farming and livestock care.

Cost of total operation—\$88,700.
Funds furnished by Community Chest—\$18,700.

Frances Lynn Home

The Frances Lynn Home, Inc., cares for unmarried girls in their first pregnancy. The Home is interested in the rehabilitation of the girls so that they may again take their place in society.

Cost of total operation—\$9,310.
Funds furnished by Community Chest—\$5,710.

New Mexico Hearing Society

Lip reading classes for adults and children, group therapy, consultation services to persons seeking help in hearing problems are part of the Society's purpose in promoting the rehabilitation of the hard of hearing.

Cost of total operation—\$2,326.
Funds furnished by Community Chest—\$2,326.

Girl Scouts

The Girl Scout program centers around arts and crafts, homemaking, outdoor activities such as nature studies, sports and games; dramatics, music and dancing, agriculture, community life, health and safety.

Cost of total operation—\$18,179.
Funds furnished by Community Chest—\$18,179.

Special Education Center

The Center provides classes for children and adults who need help in speech disorders, motor coordination, and academic tutoring. A day school from pre-school through secondary grades is also conducted. Other services: psychological evaluation, speech tests, audiometric testing, case history, physical coordination, observation periods, achievement, aptitude or projective tests.

Cost of total operation—\$11,372.
Funds furnished by Community Chest—\$2,400.

Salvation Army

The Salvation Army provides relief for transients and families by dispensing food, clothing, etc.

Cost of total operation—\$39,887.
Funds furnished by Community Chest—\$21,563.

Y.M.C.A.

The purpose of this Association is to help in the development of Christian Society through the maintenance of such activities and service as contribute to the physical, mental, social and spiritual growth of its membership.

Cost of total operation—\$87,300.
Funds furnished by Community Chest—\$27,260.

Travelers' Aid Society

An individualized service to moving people, Travelers' Aid is concerned with problems of individuals in difficulty and with problems of a community. The needs of the traveler include every type of handicap and may not involve relief.

Cost of total operation—\$10,209.
Funds furnished by Community Chest—\$10,209.

Legal Aid Society

The Society secures justice for those who cannot pay the cost of legal services, provides clinical experience for law students, and studies the problems of providing low-cost legal service to those who cannot pay the cost.

Cost of total operation—\$4,525.
Funds furnished by Community Chest—\$3,700.

Family Consultation Service

This agency tries to keep families together. It studies factors affecting family relations, and fosters forces in the community that will contribute to the improvement of family economic and social conditions.

Cost of total operation—\$6,535.
Funds furnished by Community Chest—\$6,535.

Boys' Club

An agency new to the Community Chest, the Boys' Club guides boys in health, physical, mental and vocational skills and in social and character development through a planned program of athletics, swimming, life-saving, health instruction, library work, school studies assistance, vocational classes, and summer camps. Instruction and leadership are given by trained workers.

Cost of total operation—\$14,621.
Funds furnished by Community Chest—\$11,521.

Boy Scouts

The Scout program is designed to develop the abilities of boys to do things for themselves and others; to train them in crafts and skills commonly associated with scouting. The program is administered by volunteer adults. Scouting is for boys 8 to 18 years, regardless of race or religion.

Cost of total operation—\$28,000.
Funds furnished by Community Chest—\$28,000.

Goodwill Industries

This agency gives work and wages to handicapped individuals through processing of collected discarded garments and furniture that are sold to provide for workers. Salaries paid to handicapped workers total \$22,000 annually.

Cost of total operation—\$38,150.
Funds furnished by Community Chest—\$2,000.

Martineztown Youth Center

To meet the health, educational, recreational, social and spiritual needs of the neighborhood. To have a program to develop character and citizenship.

Cost of total operation—\$13,752.
Funds furnished by Community Chest—\$7,500.

Y.W.C.A.

The Y.W.C.A. provides housing for permanent and transient guests, educational programs for girls 6 years up to adults of all ages, meeting place for community organizations, use of camp, camping by the day and overnight periods by the week.

Cost of total operation—\$30,215.
Funds furnished by Community Chest—\$19,225.

U.S.O.—United Defense Fund

Provides spiritual, educational, and recreational guidance and facilities for Servicemen and women in this area. Well-rounded program provided by volunteer community service.

Cost of total operation—\$27,000.
Funds furnished by Community Chest—\$13,500.

Campfire Girls

An organization designed to perpetuate the spiritual ideals of the home and to aid in the formation of habits making for good health and good character. The program is for girls from 7 years through high school.

Cost of total operation—\$5,000.
Funds furnished by Community Chest—\$5,000.

National Social Welfare Assembly

The purpose of this agency is to facilitate more effective operation of organized social welfare, to study and define social welfare problems and human needs and to develop plans of action to meet those problems and needs.

Funds furnished by Community Chest—\$122.

Council of Social Agencies and Social Service Exchange

The Council of Social Agencies promotes cooperation and community planning through its civic, benevolent, charitable and social welfare organizations. It advises in the undertaking of new work by existing agencies and the formation of new agencies. It provides a news letter, directory, information and referral service, and volunteer placement bureau.

The Social Service Bureau maintains a cooperative clearing service for social agencies, both public and private. The exchange also provides an index of social agency records.

Cost of total operation—\$9,246.
Funds furnished by Community Chest—\$9,246.

Campaign and administration—\$31,000.

Collection shrinkage (deaths, removals, etc.)—\$6,000.

Contingency reserves—\$16,161.69.

Total cost of operation—\$462,880.

Total goal 1953-1954 campaign—\$274,823.69.

The Inquiring Reporter Asks:

"Why Do You Support the Community Chest?"

EILEEN TIXIER, 1645. My primary reason for contributing to the fund is the personal satisfaction I receive from knowing that all these worthwhile organizations in Albuquerque will benefit from my donation. Contributions to 20-



odd organizations on an individual basis would create considerable havoc with both my pocketbook and my state of mind.

LUCY TAFOYA, 2362. I haven't actually visited any of the Community Chest agencies myself, but I've certainly been hearing from others who have and they tell me of the very fine work being done, especially at St. Anthony's and the other places for children. Some time I'm going to make a visit for myself. I think it's good that we can help these institutions and I'm certainly going to support the campaign again this year.



MATT UNGERMAN, 2223. It's a worthy cause and we should be as



ready and willing to give as we are ready and willing to receive. I'm more familiar with the work of the Salvation Army and the Ys than any of the other organizations, but they're all good and I'm going to support the drive. The Chest is everybody's responsibility and it's the American way to meet community needs.

JUANITA McDONALD, AEC. I'm a sponsor of the Community Chest because it's the surest means of collecting and distributing money to the various organizations according to their actual needs. In this way the agencies receive



donations which are fully deserving but which, in many cases, are not as well known as others. Money distributed evenly without preferences or prejudices of the individual is a wise way to support the underprivileged in the community.

PAT SHERLOCK, 2471. I am participating in the Red Feather drive because I believe it is one of the best ways to help those in need, especially children who cannot help themselves and who must rely on us for their guidance and physical care. The work of all the agencies is most important to our community and I'm planning to do my share to help them along. After all when you can stretch out your donation with the payroll deduction plan it certainly doesn't work a hardship for any individual—and think of the good it accomplishes!



OUR MARK FOR '53

100% INDIVIDUAL PARTICIPATION
\$40,000 TOTAL CONTRIBUTION