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United Way Promotion on the Campuses

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A red rectangular background with a pattern of faint, stylized autumn leaves in various shades of red and orange. The leaves are scattered across the background, with some appearing more prominent than others.

Fall is in the air...
must be time for the annual
United Way fund drive!

A short history of the United Way and its presence on
the campuses, as documented in campus publications
(and a few other archival places) with some
serendipitous stops along the way



United Way traces its origins back to Denver in 1887 [one year before *The Record* began to publish], merging, over the decades, with other philanthropic organizations.

One was a network of "federated giving" groups called "Community Chest."

1919:

"Rochester, New York, used the name Community Chest, a name widely adopted by United Way organizations and used until the early 1950s. This year began a 10-year growth period in the number of Community Chests: 39 in 1919; 353 in 1929."

--Wikipedia

Does the term "Community Chest" ring a bell?

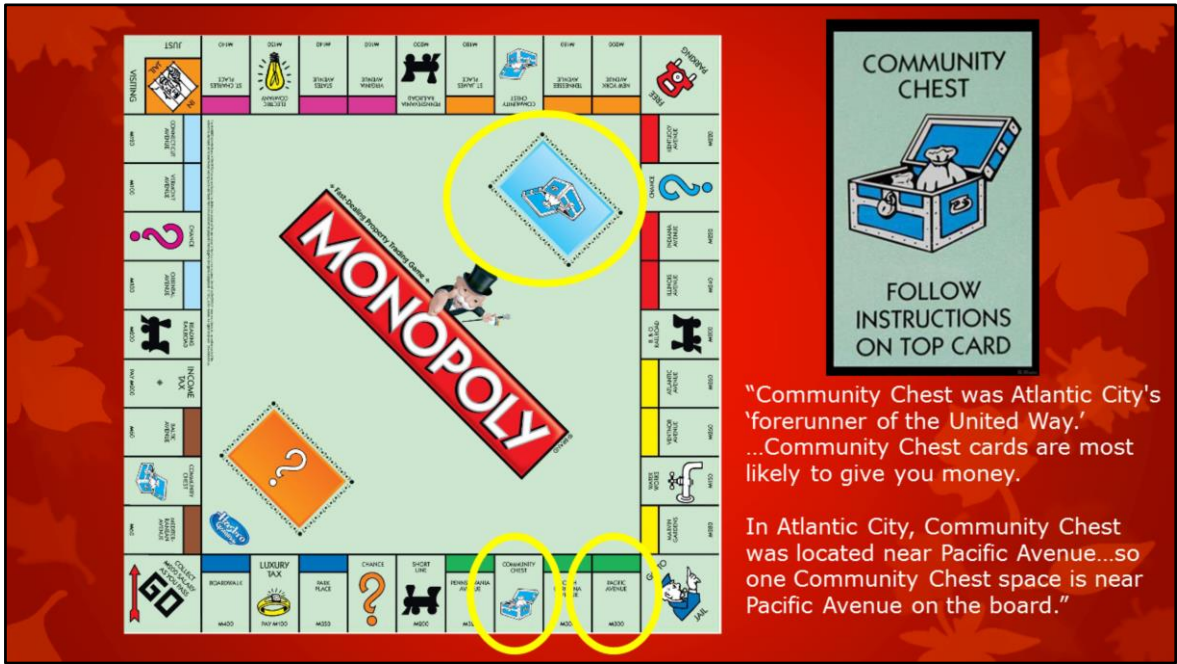
Logo from <http://www.unitedway.org/>

Text from http://en.wikipedia.org/wiki/United_Way_of_America and

<http://www.unitedway.org/pages/history>



<https://www.google.com/search?q=monopoly+game+close+up&sa=X&biw=1280&bih=685&tbm=isch&tbo=u&source=univ&ei=LKMxVJKRGcX3yQS4loLoBw&ved=0CEcQsAQ>



"Community Chest was Atlantic City's 'forerunner of the United Way.' ...Community Chest cards are most likely to give you money."

"In Atlantic City, Community Chest was located near Pacific Avenue...so one Community Chest space is near Pacific Avenue on the board."

- <https://www.google.com/search?q=monopoly+game+close+up&sa=X&biw=1280&bih=685&tbm=isch&tbo=u&source=univ&ei=LKMxVJKRGcX3yQS4loLoBw&ved=0CEcQsAQ>
- http://monopoly.wikia.com/wiki/Community_Chest
- http://monopoly.wikia.com/wiki/Main_Page

First traceable mention of the "Community Chest" fund in our publications:

"Most of us are accustomed to giving small sums to annual appeals such as the Community Chest or the Red Cross."

The Record April 27, 1950, p.1

WHAT'S PAR?

Many friends of St. John's are asking, "How much should I give in order to make the Building Fund drive a success?" There is no simple answer to that question. It depends on the private circumstances of each individual—his income, his family's needs, his general financial position. It is hoped that each contributor will try very hard to make a substantial and effective donation.

Most of us are accustomed to giving small sums to annual appeals such as the Community Chest or the Red Cross. But the Building Fund is not an annual or recurrent program. It is in no sense a casual appeal for funds. It is an all-out effort to meet an urgent specific need. It is a once-in-a-lifetime affair.

Whatever the amount given, it need not be given at once, or this year, or in a lump sum. It may be distributed over a 20-month period in any arrangement of monthly, quarterly, or annual payments which the contributor may choose. Thus portions of the total gift may be deducted on income-tax returns for three consecutive years. By using this highly flexible plan, many contributors for whom a substantial lump-sum donation would involve real hardship may find it possible to set aside \$5 or \$10 or \$15 each month for the 20-month period.

1950

1950-04-27, *The Record*, p. 1

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/30400>

From the
September 27,
1957 alumni
supplement to
The Record

1957

Page 2

● MANY WAYS TO HELP ●

How many times a week does the mailman leave a request from some charitable institution in your box? If yours is the average American Catholic home, your name is on the mailing list for the Red Cross, Community Chest, five Catholic missions, your local church and school building fund, and, of course, your alma mater, St. John's university. If your wife is a college alumnus, you can just add one more mailing to the list.

Realizing this, fund raisers for Catholic colleges are very much aware of the strain put on the charitable contributions portion of your budget. The average Catholic family with three or four or more children, whose education they are paying for twice, cannot be expected to make sizable contributions to the alma maters of the parents.

But there are other ways, very real and effective, in which they can make contributions to the financial support of the private institutions of higher learning, which are involved in an almost sink-or-swim fight for survival amid ever-rising costs of education.

1957-09-27, *The Record*, Alumni Supplement, p. 2

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/30676>



SJU '43



1974



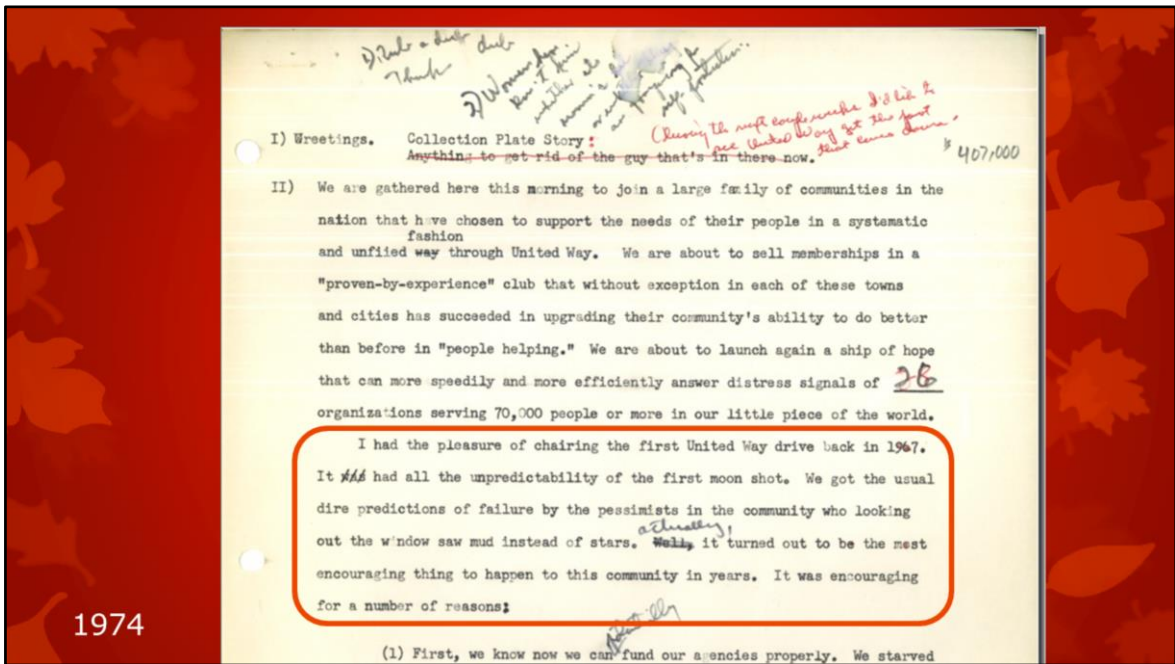
from the Ed Henry Collection in the SJU Archives



Article in the *St. Cloud Times* Sept. 30, 1974 from the Ed Henry collection, SJU Archives, MC 05.0085 7/3 Box 8:6

Ed Henry, SJU '43, taught at SJU from 1955-1972, was mayor of St. Cloud from 1964 to 1971, and directed the [Center for the Study of Local Government](http://www.csbju.edu/edward-henry/collection/ed-henry-photos) at St. Johns.

Photos of Ed from <http://www.csbju.edu/edward-henry/collection/ed-henry-photos>



1974

From the Ed Henry collection, MC 05 7/2 Box 6:2, p.1

No--we have no license to disappoint these needs. Each of us is part of a larger community family trying to finance some of the social costs that go with living together; that go with the creation of jobs; ~~that go with social living.~~ *that are part of the human condition.* No man is an island. There is no caccoon ~~to which we may legitimately retreat during this campaign.~~ Closing our eyes won't make the need ~~disappear.~~ *go away.*

Our great Judeo-Christian heritage takes it for granted that conscience allows no room for free-loading on society. The great Saint Agusutine reminds us that "the superfluties of the rich are the necessities of the poor". St. Ambrose cautions that "we have no right to keep clothes from the naked and food from the hungry."

Not all of us have a surplus; but we all have compassion. And we all have understanding; and we all have a belt that we can tighten just a little bit more, if necessary. *When do we ^{really} tighten our values?* Its a matter of setting priorities *for ourselves.*

1974

From the Ed Henry collection, MC 05 7/2 Box 6:2, p.4

~~ing.~~
~~road.~~ There is no doubt---this United Way has become the biggest
effort this community puts forth each year. It is gratifying; it is
touching; it is people at their best.

This kind of effort cannot ~~be~~ ^{fail to succeed.} unrewarded. ^{With} It ~~must~~ not disappoint
the expectations of homebound arthritics, of ^{retards} young people in youth or-
ganizations; of retarded children; of destitute families; of troubled
spouses; of disaster-touched homes; of hungry transients; of diseased
bodies. These are counting on us--and on you, Mr. Citizen, all 70,000
of you spread out over our prosperous campaign area. Who of you here
today has to apologize for speaking on their behalf over the next ~~two~~
several weeks? Who of you here has to be uneasy about fulfilling the
Sermon on the Mount in a concrete and practical way?

1974

From the Ed Henry collection, MC 05 7/2 Box 6:2, p. 3

The benefits of United Way activity don't ~~trick~~ flow only in one direction. Some of it sticks with each one of us. And not only through the spillover from the good work of the 28 United Way agencies that help create a humanistic climate in our part of Minnesota. Something happens inside when the private citizen engages in this kind of ^{voluntary} public activity. He is called upon to weigh interests not his own; he is guided by another rule than his own benefit; and he is forced to recognize some kind of common good to which he is contributing.

United Way activities are not as dramatic, perhaps, but they do offer us the same opportunities for personal growth and character development. That's why we're put here and that's the purpose of life. This is what helps make human beings out of individuals. United Way is, indeed, a humanizing activity for all of us.

1974

From the Ed Henry collection, MC 05 7/2 Box 6:2, p.2

The earliest mentions of the United Way in the campus newspapers appear in those published at St. Ben's beginning in the 1970s

United Fund Drive Is Now Underway

The 1972 United Fund Drive for the St. Cloud area is now underway. It is being conducted on campus by Natalie Lund, Director of Public information, with Ron Lane in being in charge of the lay faculty contributions, Dick Battig in charge of donations by the administration and Maureen McCarter in charge of those donations made by other staff members. The drive has already reached 206% of its goal with a total of \$1,434.00 taken in, with an original goal of only \$695.00.

The fund helps support twenty-three different local service agencies including some involved with family and child care, youth, health and rehabilitation, and military and disaster. Nearly 27,000 people in the St. Cloud area depend upon the United Way agencies for services: the sick, the handicapped, the troubled, the old, the helpless, and the youth who need guidance.

1972

1972-11-08, *The Torch* p.2

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/540>

THE
B
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N

The bloodmobile will be at CSB on
Nov. 10 From 9-3 in the Commons
The "Matchmaker" at the
BAC Nov. 8-13, 7:30 p.m.
DON'T FORGET ABOUT THE
WINTER FORMAL NOV. 18

(as it appeared
in the issue)

United Fund Drive Is Now Underway

The 1972 United Fund Drive for the St. Cloud area is now underway. It is being conducted on campus by Natalie Lund, Director of Public information, with Ron Lane in being in charge of the lay faculty contributions, Dick Battig in charge of donations by the administration and Maureen McCarter in charge of those donations made by other staff members. The drive has already reached 206% of its goal with a total of \$1,434.00 taken in, with an original goal of only \$695.00.

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1972

1972-11-08, *The Torch* p.2

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/540>



Graffiti

■ A joint venture of the Volunteer Service Program and the SAB Service Committee has resulted in the first student United Way Campaign formed at CSB. Its purpose is to inform students of the nature of the campaign and what it offers. Chairpersons are: Mary Kaye Eastman, Lynette Norberg-5666, and Pat Anderson-5843. Call if you can help or want to know more.

1975

1975-09-25, *Vitae* p. 4

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/2145>

GraffitiGac

■ A joint venture of the Volunteer Service Program and the SAB Service Committee has resulted in the first student United Way Campaigns formed at CSB. Its purpose is to inform students of the nature of the campaign and what it offers. Chairpersons are: Mary Kay Eastman, Lyrette Norberg-5666, and Pat Anderson-5843. Call if you can help or want to know more.

■ Dr. Miller would like to meet students on an informal basis. Please call her secretary, Irene Warwick, to verify the time. The dates are: Thurs., Oct. 2 at 9 a.m. and Wed., Oct. 8 at 1 p.m.

■ Dances at the Veterans' Hospital begin Thursday, Oct. 2 with the first annual rock/country-western dance. Bus pick-up at Mary Commons at 6:30 and returns about 9 p.m. Sign up now by calling Lanna Glueck-5971.

■ These students have been elected to state-wide offices in their respective departments for this school year:
Maureen Marek, President MNSA (Minn. Nursing Students Assoc.),
Anne Kunert, Social Communicator MNSA
Marian Berglund, National Committee "Break through" (designed to get minority students involved in nursing)
Beth Farnley, Vice President SMEA (Student Organization of the Minn. Education Assoc.)

■ S. Emeric Weber, chosen as Faculty Moderator of the year at SMEA state convention.

All we need are ants!

Picnic Place Planned

Don't start planning your picnics yet, but by next spring CSB should have a park complete with gas grills, running water and picnic tables.

The park will be located where the mobile homes were last year.

According to Dan Frie, physical plant manager, the gas grills should be booked up again by the end of September. He said the grills will be available for students to use free of charge. "It's cheaper to do that than

pull them all out and store them," he said.

Six concrete oval picnic tables have been ordered and should be ready soon. "The cement is drying," Frie stated. "We only ordered six to see how this goes over. Maybe it will get alot of use, maybe it won't."

The college is financing the park. "Hopefully there will be some money left so we can drop a few trees in there," Frie added. "I hope it will be done next spring so the kids will have a nice place to enjoy April and May."

shop; Gertrude for making this all possible; everyone who helped in the least and all those who believed in us.

Campus clubs: show yourselves!

Vitae would like to help your club or organization make itself known on campus.

We plan to run periodic short items explaining the purpose and objectives of all CSB clubs and organizations. All interested groups should submit

a brief explanatory article to help familiarize new, as well as old students with your activities and explain what your group has to offer students. Please submit articles to the Vitae office, Campus Center. All articles must be typed. Please include name and phone number for Vitae to contact in case of questions.

Vitae is the official student publication of the College of St. Benedict, St. Joseph, Minnesota. Vitae comes from Latin meaning life. The staff has declared the primary purpose of Vitae is to provide a means for student expression; to inform, educate, and serve the best interests of the community. Opinions expressed in Vitae do not necessarily reflect the opinions of student, faculty, or administration. Questions, editorials, letters to the editor, may be addressed to Box 1043 CSB, St. Joseph, MN 56374. Phone 363-5801. Vitae office is located in the Campus Center. All letters to the editor and guest editorials must be signed.

editor	Brigid Shea
assistant editor	Therese Keitner
circulation manager	Carrie Schliesser
business manager	Sandy Freeman
writers	Ann Altman, Paul Schurke, Liz Loney, Mary McGarry, Lois Thielon, Katie Markell, Brigid Shea
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layout	Sally Clark, Gwen Ruff, Teresa Thomas, Louise Terwey, Fragine Stanzel, Diane Kofstanzel, Mary McGarry, Therese Keitner
typography	Kathy Rowe, Mary Moen
advertising	Carolyn Carr, Karen Klannert
editorial board	Miriam Huf, Pat Van Den Broeke, Clare Rossini, Brigid Shea

THE STUDENTS
OF
ST. BENEDICT'S AND ST. JOHN'S
ARE INVITED TO BECOME ACTIVE MEMBERS
OF OUR COMMUNITY.
SPACE DONATED BY A
CONCERNED CITIZEN OF SAINT JOSEPH

(as it appeared
in the issue)

1975

1975-09-25, Vitae p. 4

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/2145>

Christian Commitment--
Library-AV-1

7:30 p.m. TAPA Meeting--Tri-
College Area Personal
Association--Speaker,
Richard Ottem of the
Economics Laboratory,
Inc., "Affirmative
Action"--Library, AV-2


7:30 p.m. TWIG FELLOWSHIP--North
Sacristy in Great Hall

7:30 p.m. FACULTY COLLOQUIUM--
Fr. Peregrin Berres, OSB,
"Subliminal Seduction:
The Media Mirage"--Alumni
Lounge

8:00 p.m. Golden Age of Comedy
Festival--BAC Auditorium
at CSB

Anyone have copies of the Fall, 1967;
Spring, 1968; Fall, 1970; or Spring,
1975 LOWER STUMPF LAKE REVIEW please
contact Gloria Jellum at 2491.

**Thanks to you
it's working**



The United Way

monday
September 27
Day 6 Module B-1 Begins

8:00 p.m. AA--Old Sacristy--Phone
3791

tuesday
September 28
Day 1 Module B-2 Begins

6:30 p.m.- Red Cross Swim Program
7:30 p.m. for Handicapped Children
at the Warner Palaestra

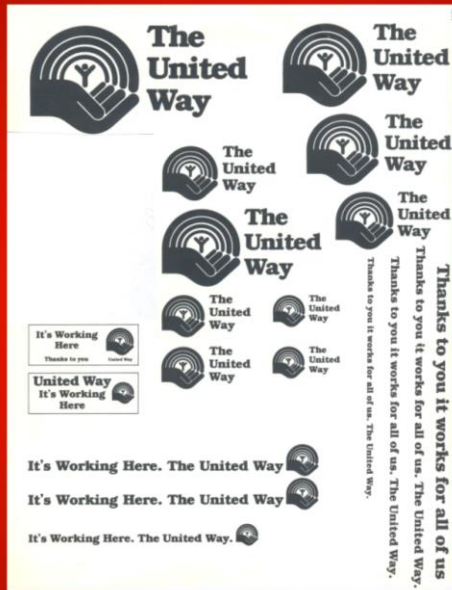
1976

1976-09-22 *Community*

<http://cdm.csbsju.edu/u?/SJUArchives,22542>

The United Way logo begins to appear

A sheet of logos in the Archives, from the Public Info Office – from back in the day when “cut and paste” was quite literally cutting and pasting!



undated

Ca. 1976? From CSB Archives, Media File Cabinet 3, Drawer 3, Section 2, Public Relations
Back in the day when “cut and paste” was quite literally cutting and pasting!

6th Annual Millstream Fest Sunday

from *Community*:

For an added feature to this year's event, the festival will team with the United Way of St. Cloud Area to celebrate the community campaign kickoff Sept. 28. As a way to thank the St. Cloud area, 18 United Way agencies will have displays and hands-on activities geared for young festival goers. Clowns, a parachute launch by the Girl Scouts, youth fitness testing by the YMCA, games, a coloring contest and more will be part of Millstream's United Way Land.

1988

The sixth annual Millstream Arts Festival, co-sponsored by the St. Joseph community and the College of Saint Benedict, will be held Sunday, Sept. 25, 11 a.m. to 6 p.m. at CSB.

More than 40 visual artists will show and sell in the CSB Arena. Media represented includes pottery, jewelry, water color, blown glass, leather, silk screening, fiber, woven clothing, baskets and more. Demonstrations will also be given.

Food booths and on-stage performers will be located in large tents with ample room for food samplers and audiences. The tents will be located near the arena.

On-stage performers include the following:

- College of Saint Benedict/Saint John's University Jazz Ensemble directed by Dale White, CSB/SJU associate of music;
- Edelweiss - St. Paul Schubplattler Gruppe, 24 dancers including children in colorful Bavarian costume;
- The Zuchinis, juggling;
- Contris in the Sky, an electric contra band with fiddle, guitar, mandolin, electric keyboard, drums and hammer dulcimer;
- Saint John's Grease, 50s-60s vocal group;
- Pop Wagner, folk music with fiddle and lasso tricks;
- Colours, an acoustic jazz group.

Off-stage entertainment includes The Zuchinis, World Tree Puppet Theater, Melody Muse, Pop Wagner, CSB Christian Clowns and face painters.

For an added feature to this year's event, the festival will team with the United Way of St. Cloud Area to celebrate the

the YMCA, games, a coloring contest and more will be part of Millstream's United Way Land.

Children will also have their own hands-on art area. Ethnic food booths will feature German, Mexican, Chinese, Middle Eastern, English, Italian and more.

Festival admission, performances and demonstrations are free. For more festival information, call the CSB Public Information Office, 363-5407.

Pop Wagner to perform at Millstream

Pop Wagner, singer, guitarist, fiddler and country humorist from Minneapolis will be one of seven on-stage performers at the Millstream Arts Festival, Sunday, Sept. 25, at the College of Saint Benedict Arena area.

Wagner has toured extensively in the United States, Canada and Europe and has been a frequent guest on "A Prairie Home Companion." His performances of folk music, tales and lariat tricks are always a hit with concert audiences.

Wagner draws from a wide repertoire of original compositions, traditional folk music, Tin Pan Alley, Mississippi John Hurt and Woody Guthrie.

Lawn entertainment includes the World

1988-09-21 *Community*
<http://cdm.csbsju.edu/u?/SJUArchives,23604>

First mention of the United Way in *The Record*:

Someone stole the United Way banners that were used at the Homecoming Variety Show. Repentant rustlers may return the goods through Dave Hawkins.

October 22, 1976, p. 5

1976

1976-10-22, p. 5 *The Record*

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/35361>

The next mention wasn't until 1984, and that was just a mention as someone's credentials.


Meanwhile it was publicized in CSB's papers 10 times (through four title changes!) from 1972-1999

1976



Page 5

BULL BOARD



Ed. note: Anyone with an announcement for the Bull Board should send it to the Record, Box 1285.

An Advanced Ballroom Dancing Class will begin October 25. Lessons will run for five weeks each Monday night from 6:30-8:00. Anyone with happy feet can sign up at the desk in Mary Commons. Cost is \$3.00.

Sagatagan editor and staff wanted. For more information see story on page 3.

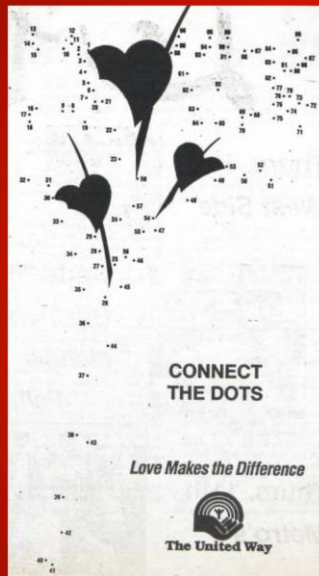
Br. Willie (alias The Night Abbot) would like the student who talked to him earlier in the year about the missing furniture to contact him again.

The editor of the *Lower Stumpf Lake Review* is looking for poems, short stories, photos and art work but is shying away from anonymous limericks. Contributions can be sent to Box 513, SJU.

Someone stole the United Way banners that were used at the Homecoming Variety Show. Repentant rustlers may return the goods through Dave Hawkins.

1976-10-22, p. 5 *The Record*

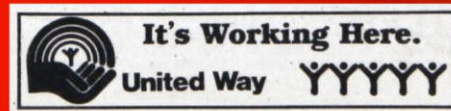
<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/35361>



1986-87

In 1986-87 there were a couple of ads for the campaign in *The Record*

The most recent occurrence of the term in *The Record* was in Oct. 2010; Jerod Sherlock named the United Way as a beneficiary of his fundraiser magic show.



CSB-only papers: United Way is mentioned in **13%** of issues

SJU paper: in **5%** of issues ('72-'99)

1986-12-04, p.6 *The Record*

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/36793>

1987-09-24, p. 7 *The Record*

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/36487>

2010-10-22, p. 4 *The Record*

<http://cdm.csbsju.edu/cdm/ref/collection/CSBArchNews/id/41249>

CSB-only papers: United Way is mentioned in 13% of issues; 49 out of 373 = 13%

SJU paper: 28 out of 551 ('72-'99) issues = 0.05%

NEWS NOTES:

Monday, November 12, is the final day for making your contribution to the Saint Cloud Area United Way campaign. Your gift now will help the Saint John's community to reach its goal. Please call either Carol Marrin at 2494, Dave Bennetts at 3542, or Don LeMay at 2586, or leave your gift in an envelope at the Planned Giving Office, Saint Luke's Hall, Rm. 116. A sincere thank you to all who have contributed thus far.

1979

1979-11-07 *Community*, p. 3

<http://cdm.csbsju.edu/cdm/ref/collection/SJUArchives/id/22547>

(as it appeared in the issue – also the post-Halloween issue!)

1979

NEWS NOTES:

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COM

by Jeff Johnson
Part-time faculty, School of

Community,
that once precious word
has been over-used and
to the almost point of
But life, and friends,
have led that lost word
from my mind into my heart,
God lives in my heart,
(for amusement's sake)




The Rat Hall Halloween Party and dance held on October 31 attracted, among others, a pointy-headed intellectual, the Sarcasus, and an Elton-John look-alike oil sheik and smiling friend.



A number of scholars have visited the Hill Monastic Manuscript Library recently to do research. In October, the following came to use the Library's films and catalogues: Dr. Virginia Brown and Dr. Roger Reynolds of the Pontifical Institute of Mediaeval Studies in Toronto; Dr. Richard Rouse of UCLA; Dr. Richard Kay of the University of Kansas; and Mr. William Smith, a doctoral candidate in music at the University of Minnesota. Approximately eighty scholars come to HMML every year to pursue research.

1979-11-07 Community, p. 3

<http://cdm.csbsju.edu/cdm/ref/collection/SJUArchives/id/22547>



Compiled in October 2014 by
Peggy Landwehr Roske, CSB/SJU Archivist
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