

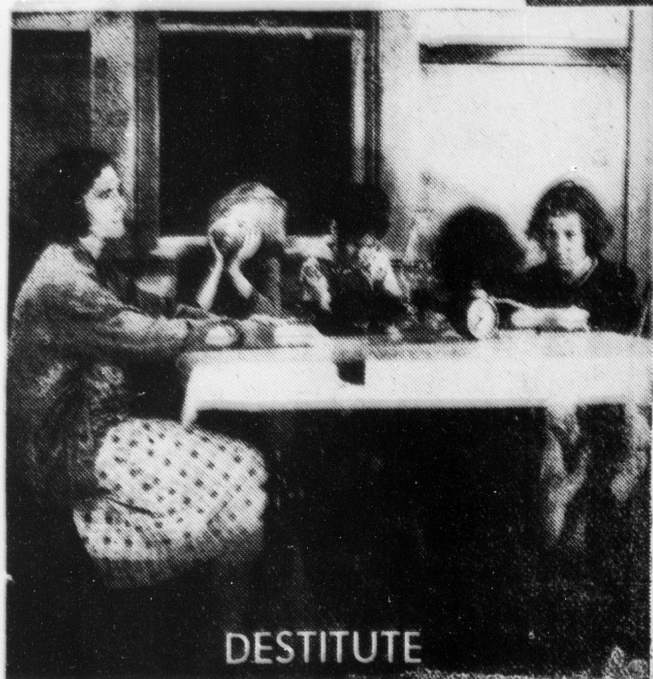
GIVE TO MEET THE NEED!



MOTHER AND BABY



HOMELESS



DESTITUTE

What Do You Know About NEED?

Can you see this community through the eyes of a desperate mother as she holds her weak, crying baby? She knows Need! Did you ever face hunger and homelessness without a chance ... just a "bum"? He knows Need! Can you place yourself at a broken down table with a destitute family? They know Need!

Imagine how this grim figure of NEED looks from a sick bed. Can you know the feelings of a mother ground down by toil and hunger, lying sick and robbed of even a chance to make a living for her children? Can you realize how the good nurse and medicine and attention and care you send to her must look and the prayer of thanks she sends to you? Can you view this great cold world through the terrified eyes of little orphaned children until the comforting arms and hearts of Your Fund Agencies meet their NEED and find them homes and a chance in life? And can you see into the future through the feeble eyes of old people in the twilight of life? They NEED Your help. Some day the government may solve this old age problem and you will not have this problem. But TODAY and next year, these old people are depending on You. You may know that not one penny you give to this Fund will be wasted. It will go to meet NEED. And no expenditure of tax money or any other fund will be duplicated.

This community is you multiplied by others. This is Your Community Fund! And these NEEDS can be met only if YOU do YOUR part and GIVE! And back of these Needs of Today are the Needs of Tomorrow. 15,000 Boys and Girls are growing to NEED or to GIVE. Today through many of these Fund Agencies you are building the citizens of tomorrow. Remember—it costs about \$7.69 a year to build a boy or a girl through these agencies. It costs \$360 a year in taxes to keep one of them in the Reform School. Your bill for Taxes and Crime is far too high today. Your Community Fund Gift is a good investment to cut these costs in the future. The "Gang Spirit" easily grows into crime and costs you money. But the same spirit can be directed into these great organizations of boys and girls to build fine citizens for Your Community of Tomorrow. Today—"The Spirit of Indianapolis" is Your Spirit. If You Give to Meet these Needs you can rest assured as to the Future of Your Community.

Here Are Some NEEDS ...

The annual reports of Your 38 Community Fund Agencies show these NEEDS—

Desperate Mothers and Babies required 25,132 Days' Care in 1936. This year they needed 25,615 Days' Care. Will YOU help take care of them Next Year? The Homeless NEEDED 224,820 Meals in 1936. In 1937 they HAD TO HAVE 260,445 Meals. And for Shelter 96,909 lodgings were required in 1936, and this year it rose to 118,946 lodgings. Your Gift is needed if the winter's needs are to be met.

3,837 Destitute Families NEEDED Your Help in Your Community in 1936. And this year 3,850 Families faced ruin. Will You Help to give these lives a fresh start and opportunity next year?

Open Your Eyes—See These NEEDS! Open Your Heart—and GIVE!

The NEEDS do not grow less. Next year, right here in Your Community will be the same clutching menace of Cold, Hunger, Age, Sickness and Destitution. Your Dollars will be needed for the relief of families and individuals, for homeless children, for the care of sickness and the prevention of epidemics, for the old people and mothers and babies and crime prevention and the guidance of youth. In this great Fund, through 38 agencies, your money goes for these things. About 4 per cent covers campaign expenses and another 4 per cent covers all operating costs. If you had 38 separate campaigns about 25 cents of every dollar would go for raising the money. If you want to know more about your fund in any detail just telephone Riley 2406 or come to headquarters at 406 Majestic building. Every detail of Your Fund is open to your inspection. The more you know—the more you will want to help.

Actual Needs in Your Community—

SET THIS GOAL—

\$721,287

Without YOUR Gift These NEEDS Cannot Be Met!

Your Help is Needed in this great battle against the combined forces of NEED! You can help most by giving more than you ever have before. Every cent is Needed. Not a cent will be wasted. The army of workers (one of them will get in touch with you) are donating their time and work and money to help meet these NEEDS. Won't you help them? Citizens of every walk in life, of every race and creed, are combining their efforts—giving to meet the NEED! Even these advertisements are donated by friends of the fund. Open YOUR mind to the facts! If You will investigate these NEEDS you will find there is no alibi for not giving. Today you are one of two great divisions of Your Community. One division includes Those who Need. You are fortunate to be in the other Division—Those who Give!

YOUR COMMUNITY FUND
THE HEART OF YOUR CITY

