

## HIGHLIGHTS FROM THE 1940s

MISSION: To improve lives through the caring power of community.

### St. Joseph Community Chest Adjusted to Needs During and After War Years

St. Joseph's Community Chest (now United Way) emerged from the Great Depression challenges of the 1930s with what the 1940 annual report termed "a more thoughtful approach to community problems."

A thoughtful approach was certainly called for as our community found itself part of a country at war when the U.S. officially entered the fighting of World War II at the end of 1941.

World War II brought a change from the exclusively local focus of St. Joseph's Community Chest. From 1943 through 1947, dollars from the local annual fundraising campaign were allocated to war-related relief in addition to ever-present local social service needs.

The war spurred a great surge in our Community Chest's fundraising. Twenty-seven out of every hundred local residents made a financial donation in 1944. According to records of the time, St. Joseph ranked "above average of all Chest cities in the number of subscribers per hundred population." Records also indicate that the number of pledges unable to be collected grew, too, since large numbers of payroll contributors were drafted before their pledges could be paid.

At the 1944 Community Chest Annual Meeting, with the end of the war in sight, Catholic Bishop LeBlond stressed two themes as guest speaker: 1) the need for cooperation among social agencies in our community; and 2) the necessity of post-war planning. While the text of his remarks has not been preserved, existing records provide ample evidence of both planning and cooperation in St. Joseph. The Community Chest helped coordinate the creation of a local Council of Social Agencies in which 47 agencies and civic organizations participated. In addition to its regular activities, the Council set up a special bureau to help returning veterans.

In 1945, the Community Chest began maintaining a Central Index of families and individuals seeking assistance to help coordinate local social services and to avoid duplication of services.

To direct attention back to local needs, the Community Chest embarked on a massive educational effort. Volunteers from the Boy Scouts, Girl Scouts, and YMCA (three Partner Agencies at that time) delivered information to every household in the city.

The process for distributing Community Chest funds became more inclusive in 1949, as a broad-based citizens' review replaced the select committee approach in helping decide how dollars donated to the agency would be invested. Fifty community volunteers helped guide what United Way now calls the Allocations Process that first year.

#### Dollars were Divided in More Directions than Ever During the Decade

*During the 1940s, contributions to St. Joseph's Community Chest (now United Way), were allocated in the following ways:*

1940-19 local agencies

1941-18 local agencies

1942-17 local agencies

1943-16 local agencies; 16 War Chest agencies

1944-16 local agencies; Missouri State War Chest; War Appeals Review Board

1945-16 local agencies; Missouri State

War Chest; War Appeals Review Board

1946-15 local agencies; Missouri State War Chest; War Appeals Review Board

1947-14 local agencies; USO (United Service Organization); United Seaman's Service

1948-15 local agencies

1949-15 local agencies

#### A few 1940s posters . . .



#### TRIVIA QUESTION:

Can you guess what marketing tool was used for the first time in 1946 by St. Joseph's Community Chest?

See back for answer.

# MORE DETAILS FROM the 1940s . . .

## Local Volunteer Leadership Is a Long Tradition

From early in United Way of Greater St. Joseph's history, the agency was overseen by a volunteer Board of Directors, and the fundraising campaign was steered by a volunteer who led the charge for helping the community raise dollars to invest in social services to improve local lives. Do you recognize any names from the 1940s?

**TRIVIA ANSWER** from question on front:  
Records indicate that a *COLOR MOVIE* was first created in 1946 to show the work of St. Joseph's Community Chest agencies.

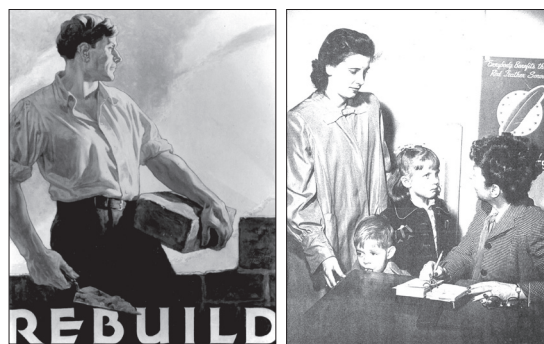
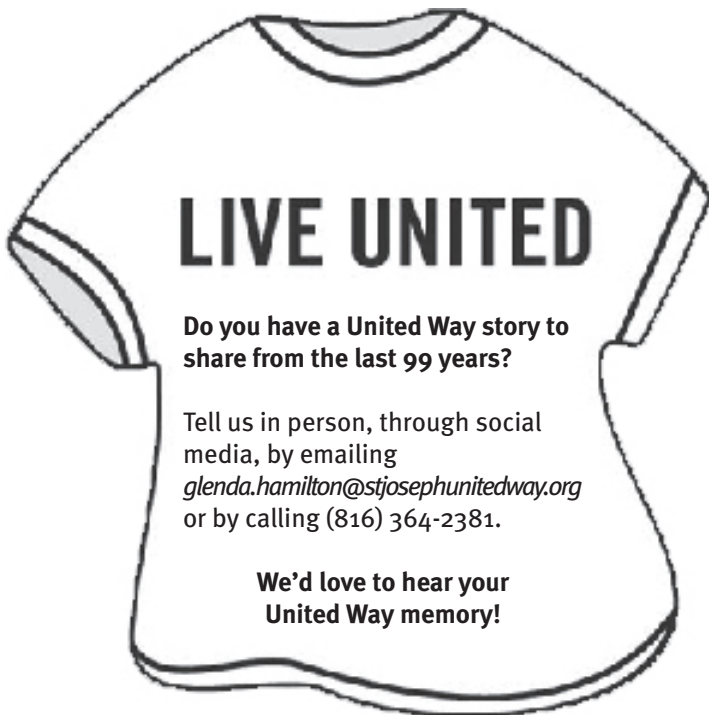
Date	Campaign Chair	Goal	Raised
1940	E.H. Steffens	\$141,921	\$142,448
1941	Harold N. Stevenson	\$143,325	\$136,685
1942	Harold N. Stevenson	\$199,986	\$208,809
1943	Harold N. Stevenson	\$235,000	\$215,744
1944	Frank S. Hanna	\$227,785	\$210,569
1945	Lorren W. Garlichs	\$226,278	\$190,940
1946	Michael McKenney	\$188,015	\$180,664
1947	N.I. Ayers, Jr.	\$187,965	\$182,860
1948	W. Conger Beasley	\$204,143	\$192,132
1949	John D. McCaskey	\$219,981	\$193,724

### About the dollars . . .

*\*NOTE: The annual campaign met goal just twice during the 1940s. It appears the campaign met goal for the first time in 1931 with a total of four fundraising goals met in the 1930s.*

*\*NOTE: The annual campaign surpassed the \$200,000 mark for the first time in 1942, increasing by more than 52% from the previous year, which was good since St. Joseph's Community Chest doubled the number of agencies receiving dollars from that campaign from 16 the previous year to 32. In addition to directing dollars to local agencies, St. Joseph's Community Chest dollars reached Great Britain, Greece, Poland, Russia, and China during World War II.*

Volunteer Board Presidents for St. Joseph's Community Chest (the agency that became United Way of Greater St. Joseph) in the 1940s were: Mrs. A.B. McGlothlan (1940-41); R.L. Douglas (1942-44); Harry Tilden (1945); Harry Mohler (1946); and H.N. Stevenson (1947-49).



Two more posters from the 1940s



United Way  
of Greater St. Joseph  
stjosephunitedway.org