

United Foundation Communications Department Records

46 linear feet (45 SB, .5 MB, 1 OS)

1941-1998, bulk 1960-1991

Walter P. Reuther Library, Wayne State University, Detroit, MI

Finding aid written by Kris Kniffen on October 28, 2015

Accession Number: UR002534

Creator: United Foundation

Acquisition: Records deposited by the United Foundation/United Way for Southeastern Michigan and United Way Community Services in various installments throughout 1987, 1991, 1992, 1994, 1995, 1997 and 1999.

Language: Material entirely in English.

Access: Collection is open for research.

Use: Refer to the Walter P. Reuther Library *Rules for Use of Archival Materials*. **Restrictions: Researchers may encounter records of a sensitive nature – personnel files, case records and those involving investigations, legal and other private matters. Privacy laws and restrictions imposed by the Library prohibit the use of names and other personal information which might identify an individual, except with written permission from the Director and/or the donor.**

Notes: Citation style: “United Foundation Communications Department Records, Box [#], Folder [#], Walter P. Reuther Library, Archives of Labor and Urban Affairs, Wayne State University”

Related Material: Reuther collections: United Community Services, United Foundation, and United Way Collections, especially the United Foundation Campaign Department Records and United Community Services Communications Department Records.

3 – 16 mm copies of “It’s Happening,” starring the Supremes, have been removed to the Audio Visual Department’s Film Vault. See MPL-567, MPL-567.1, and MPL-567.2

PLEASE NOTE: Material in this collection has been arranged by series ONLY. Folders are not arranged within each series – we have provided an inventory based on their original order. Subjects may be dispersed throughout several boxes within any given series.

Abstract

The United Foundation (UF) has its origins in the establishment of the Detroit Community Union in 1917. The UF, called the United Way for Southeastern Michigan after it's official name change in 1989, was formed in 1948 through the merger of the Detroit Community Chest and other Detroit charities, and came to be affiliated with the national United Way organization in 1970. UF was an umbrella organization providing funding for a wide range of social welfare agencies in the Metropolitan Detroit area, and worked closely with the United Community Services of Metropolitan Detroit (UCS), which was primarily concerned with streamlining and planning the delivery of social services in the city. The two merged in 1995 to create the UWCS, which existed until 2005, when the UWCS merged with the United Way of Oakland County to create a new body once again called the United Way for Southeastern Michigan. This final incarnation exists to this day.

The United Foundation Communications Department oversaw the creation of campaign materials, press releases, and marketing strategies for the United Foundation and it's associated agencies. This collection, which is closely related to the United Foundation Campaign Department's records, consists of the Communication Department's administrative and strategic files, collateral materials from various advertising campaigns, collateral materials for associated charitable organizations, and extensive photographic and audiovisual materials utilized in UF campaigns from the 1950s to 1992.

Important Subjects:

- United Foundation Press Coverage
- United Foundation Campaign Collateral
- United Foundation Film & Radio Spots
- United Foundation Torch Drive
- Working Together Program
- Workplace Presence Program

Important Names:

- Howell, H. Clay
- Anderson, Lynn
- Simmons, Alma
- Lowery, Renecia

Arrangement

The collection is arranged into 7 series.

Folders in each series are simply listed by their location within each box. They are not arranged, so any given subject may be dispersed throughout several boxes within each series.

- Series 1:** Communications Department Administrative Files, 1948-1998 (Box 1-11)
- Series 2:** Marketing Materials & Collateral, 1949-1995 (Box 11-15)
- Series 3:** Newspaper Coverage & Press Releases, 1955-1992 (Box 15-21)
- Series 4:** Associated Agencies Marketing Materials & Collateral, 1941-1992 (Box 21-23)

United Foundation Communications Department Records

- Series 5:** Biographic & Data Files, 1961-1988 (Box 23-24)
- Series 6:** United Foundation & Associated Agencies Photographic Files, 1954-1994 (Box 24-26)
- Series 7:** United Foundation Film & Audio Materials, 1952-1992 (Box 27-47)

Series 1

Box 1

- 1 Communications Committee, 1981-1982
- 2 Communications Committee, 1981-1984
- 3 Communications Staff, 1984
- 4 Controversial Issues, 1982
- 5 Corporate Leadership Committee, Jun. 1962
- 6 Sample Information Kits, 1980
- 7 Sample Information Kits, 1981-1983
- 8 Services to the Black Community Fact Sheet, 1985
- 9 General Motors Care & Share Program, 1983
- 10 General Motors Care & Share Program Photographs, 1983
- 11 Care & Share Ads & News Coverage, 1983
- 12 Caring for the Hungry & Homeless Exemplary Programs, 1985
- 13 GM Care & Share Food Book Planning, 1983
- 14 Emergency Food Programs Fact Sheets, 1983
- 15 GM Care & Share Supplemental Info., 1983
- 16 Food Program Media Coverage & Contacts, 1983
- 17 Food Programs News Releases, 1983
- 18 General Motors Projects, 1981-1982
- 19 Labor Story, 1969
- 20 Lyrics to Torch Drive Song, 1969
- 21 Marketing Plan, 1983
- 22 Marketing Research Subcommittee, Dec. 1982
- 23 United Foundation & Community Chest PR & Solicitation Planning, 1948-1952
- 24 PR Department Ledger Sheets, 1951-1954
- 25 PR Department Policy Statements, 1949
- 26 Radio & Television Creative Committee, Torch Drive, 1959
- 27 Radio & Television Creative Committee, Torch Drive, 1961
- 28 Radio Spots, Year Round & Campaign, 1969
- 29 Radio & Television Promotional Spots, 1963
- 30 Alternative Visual Concepts for the Torch Drive Research Report, 1968
- 31 Staff Information Book, 1975 (1 of 2)
- 32 Staff Information Book, 1975 (2 of 2)
- 33 Task Force Book, 1985
- 34 Torch Drive Master Campaign Plan, 1962
- 35 Young & Rubicam United Foundation Public Reaction Study, 1967
- 36 Attitude & Experience Among 1980 Torch Drive Contributors & Noncontributors, 1981
- 37 Advertising & Public Relations Committee
- 38 Torch Drive Campaign Organization, 1960-1961

Box 2

United Foundation Communications Department Records

- 1 United Community Funds & Councils of America Campaign Promotion Book, 1964
- 2 United Way of America Editor's Kit, 1980
- 3 United Way of Michigan Communications Awards Program United Foundation Entry, 1981
- 4 Women for the United Foundation Presidents, 1954-1969
- 5 Torch Drive Public Relations, Advertising, Retail & Sales Promotion Activities, 1952-1953
- 6 Public Relations Committee Memoranda & Minutes, 1967-1977
- 7 United Foundation History File, 1947-1998
- 8 The Torch's History, 1979
- 9 Dario Bonucchi & The Torch, 1967-1973
- 10 UF Torch Drive Newsletter, 1959-1960
- 11 Movie "The Happening," 1967
- 12 Movie "The Winners," 1984
- 13 Speakers Bureau Roster, 1969
- 14 Speakers Bureau Brochure, 1976
- 15 Speakers Bureau Report, 1981
- 16 Speakers Bureau Report, 1982
- 17 Speakers Bureau Misc. Memos, 1982
- 18 Exhibits Program, 1982
- 19 Speakers Bureau Enrollment & Recruitment Matters, 1982
- 20 Speakers Bureau Information Kit, 1982
- 21 Speakers Bureau Kick-Off Luncheon, Sep. 1982
- 22 Tours Program, 1982
- 23 Speakers Bureau Enrollment & Recruitment Matters, 1983
- 24 Speakers Bureau Possibilities, 1983
- 25 Speakers Bureau Kick-Off Luncheon, Aug. 1983
- 26 Tours & Exhibit Program, 1983
- 27 Tours & Exhibitions, 1983
- 28 Speaker Recruitment, 1983
- 29 Speakers Bureau Information Booklet, 1983
- 30 First Federal Exhibit, 1983
- 31 Comerica Exhibit, 1983 (1 of 2)
- 32 Comerica Exhibit, 1983 (2 of 2)
- 33 Recommendations for 1984 Bureau, 1983
- 34 Speakers Bureau Misc. Correspondence, 1984
- 35 Promotion Group Meeting, Apr. 1983
- 36 Heart of Gold Publicity, 1983
- 37 Long Range Plan Information, 1983
- 38 Professional Staff Conference, Jan. 1984
- 39 Promotion Evaluation, 1983
- 40 Chairman Meetings, Apr. - Jun. 1984

Box 3

- 1 Campaign Organization 1984
- 2 Creative Task Force, 1985 (1 of 2)
- 3 Creative Task Force, 1985 (2 of 2)
- 4 Project Profiles, 1984
- 5 Disc Labeled Memos, Working Together Program, 1987
- 6 National Academy of Voluntarism Resource Book II, Parts 1-3
- 7 National Academy of Voluntarism Resource Book II, Parts 4-5
- 8 National Academy of Voluntarism Resource Book II, Parts 6-7
- 9 Working Together - Detroit Edison, 1988
- 10 Working Together - Coordinators Forum, 1988-1989
- 11 Michigan Corporate Volunteer Council, 1987-1989
- 12 United Way at Work, 1987-1988
- 13 Working Together - K-Mart, 1987-1988
- 14 Coordinators Forum Misc., 1986-1988
- 15 Working Together - Year Round Phone Survey, 1988
- 16 Working Together - Activity Reports by Company, 1988
- 17 Working Together Program - Misc., 1988
- 18 UAW Forum - San Diego, 1988
- 19 Employee Committee Manual, 1989
- 20 Surveys, 1988
- 21 UAW Forum - New Orleans, 1989
- 22 UWA - UAW Managers Advisory Council, 1987-1988
- 23 Research, 1988
- 24 Charities Funds Transfer, Inc., 1989
- 25 General, 1988
- 26 United Way & You Video Series, 1989
- 27 Working Together - All Year Long, 1987
- 28 Corporate Leadership Sheets, 1988

Box 4

- 1 Advertising, 1985
- 2 Campaign Promotion, 1985
- 3 Promotion Preview - Luncheon Meeting, Aug. 1985
- 4 Campaign Solicitation, 1984-1985
- 5 Collateral Material, 1985
- 6 Community Campaign, 1985
- 7 Communications Contest, 1985
- 8 Creative Committee, 1985
- 9 Electronic Media, 1985
- 10 Employee Campaign Kickoff, 1985
- 11 Fact Sheets, 1985
- 12 Fact Sheets - Staff & Volunteers Only, 1985

United Foundation Communications Department Records

- 13 Fact Sheets - Public Use, 1985
- 14 General Chairman's Announcement File, 1985
- 15 Magazines, 1985
- 16 Outdoor Advertising, 1985
- 17 Newspaper Sponsorship, 1985
- 18 Radio A, 1985
- 19 Radio B, 1985
- 20 Report Luncheon, 1985
- 21 Slide Presentation - CEO Originals, 1985
- 22 Speakers Bureau, 1985
- 23 Speakers Bureau, 1984-1985
- 24 Speakers Bureau Manual, 1984
- 25 Speakers Bureau - Potential Speakers, 1983-1985
- 26 Specialty Advertising, 1985
- 27 Special Events, 1985
- 28 Torchlighters, 1985
- 29 Torchlighting, 1985
- 30 Torch Drive Time Table, 1985
- 31 Talent, 1985
- 32 Victory Dinner, 1985
- 33 Torch Drive Advertising Campaign & Photo Files, 1982-1984
- 34 Allocation and Review Panel, 1985
- 35 Adcraft, 1985
- 36 Annual Report, 1983-1985
- 37 Agency Communications Task Force, 1985
- 38 Annual Meetings, 1985
- 39 Annual Report, 1984-1985
- 40 Appeal Film, 1985
- 41 AV Equipment, 1984
- 42 Board Meetings, 1985
- 43 Capital Equipment, 1985
- 44 Agency Meeting, 1978
- 45 Building Tradesman, 1980-1983

Box 5

- 1 Agency Brochures, 1980-1983
- 2 Agency Guides, 1981-1982
- 3 Annual Reports, 1979-1982
- 4 Annual Reports, 1978-1984
- 5 Board Meetings, 1981
- 6 Heart of Gold Board Luncheon, 1973
- 7 Heart of Gold, 1973-1974
- 8 Heart of Gold Nomination Letters, 1974

United Foundation Communications Department Records

- 9 Heart of Gold, 1974
- 10 Heart of Gold, 1978
- 11 Heart of Gold, 1978-1979
- 12 Heart of Gold, 1980
- 13 Heart of Gold Photos, 1983-1984
- 14 Health-O-Rama, 1973-1976
- 15 Health-O-Rama, 1975-1978
- 16 Health-O-Rama, 1978
- 17 Health-O-Rama, 1979
- 18 Labor Management, 1978
- 19 Newspaper Sponsorship, 1983
- 20 Release Forms, 1974-1976
- 21 Documentary Release Forms, 1976
- 22 Health-O-Rama Photo Releases, 1978
- 23 FAR Conservatory Release Forms, 1978
- 24 Adult Service Releases, 1974-1978
- 25 Releases, 1981-1983
- 26 Model Releases - Print Campaign, 1982
- 27 Advertising, 1989
- 28 Agency Relations, 1989

Box 6

- 1 Board Meeting, Sep. 1989
- 2 Board of Directors, 1989
- 3 Board Update, 1989
- 4 Board Scripts, 1989
- 5 Communications Contest, 1989-1990
- 6 Communications Files, 1988-1989
- 7 Communication Plan, 1989
- 8 Correspondence, 1989
- 9 Critical Issues, 1989
- 10 Electronic Media Chairman's Briefing, 1989
- 11 Heart of Gold, 1989
- 12 Honor Awards, 1989
- 13 Magazine Sponsorship, 1989
- 14 Media Analysis, 1989
- 15 Memos from Lynn Anderson, 1989
- 16 Metro Detroit Gives, 1987-1989
- 17 Name Change, 1989
- 18 Newsletters, 1989
- 19 Pacesetter Kickoff, 1989
- 20 Project Profile, 1984-1986
- 21 Promotion Group Chair, 1989

United Foundation Communications Department Records

- 22 Promotional Preview, 1989
- 23 Radio Chairman, 1989
- 24 Red Cross, 1989
- 25 Report Dinner, 1989
- 26 Speakers Bureau, 1989-1990
- 27 Special Events Group Chair, 1989
- 28 Strategic Planning, 1989
- 29 Time to Care, 1989
- 30 Torch Drive Cable, 1989
- 31 Torchlighters Publication, 1989
- 32 Torchlighter Newsletters, 1989
- 33 Torchlighting Ceremony, 1989
- 34 Tribute Fund, 1989
- 35 Victory Dinner, 1989
- 36 Working Together Program, 1989
- 37 Young Metro Volunteer Awards, 1989
- 38 Ford Sterling Division, 1986
- 39 Ford Sterling Division, 1985-1988
- 40 Meijer, Inc. 1986-1988
- 41 Meijer, Inc. 1985-1989
- 42 First of America - Wayne Oakland, 1987-1989
- 43 First of America - Detroit, 1986-1988
- 44 First of America Bank, 1986-1989
- 45 Federal Mogul, 1986-1987
- 46 Federal Mogul Headquarters, 1986-1988

Box 7

- 1 American Red Cross, 1986
- 2 Great Lakes Steel, 1985-1988
- 3 Michcon, 1985-1990
- 4 Michigan Consolidated Gas Company, 1986-1989
- 5 Campaign Performance Profile, 1981
- 6 Campaign Performance Profile, 1982
- 7 Campaign Performance Profile, 1983
- 8 Campaign Performance Profile, 1984
- 9 Campaign Performance Profile, 1985
- 10 Campaign Performance Profile, 1986
- 11 Communications Plan, 1991-1992
- 12 Comparative Cities, 1985-1986
- 13 Compass, 1990
- 14 ESR - National Social, 1988-1989
- 15 ESR - Local Tech, 1987-1989
- 16 ESR - National Economic, 1989

- 17 Environmental Scan Alert, 1987-1989
- 18 ESR - Behavior, 1989
- 19 ESR - Philanthropy, 1987-1988
- 20 ESR - Slide Show, 1986-1987
- 21 Film Evaluation, 1987
- 22 Film Evaluation, 1986
- 23 Second Century Initiative Marketing Committee, 1986
- 24 Film Evaluation, 1988-1989
- 25 Agency Relations - On Site Analysis, 1989

Box 8

- 1 Film Presentation, 1987
- 2 Fund Raising Committee - Second Year Implementation, 1986
- 3 Market Research Syndicated Services, 1984-1986
- 4 Marketing Services Billings, 1987
- 5 Media Post Analysis, 1990
- 6 Media Preview, 1991
- 7 Second Century, 1987
- 8 Second Century, 1986-1988 (1 of 2)
- 9 Second Century, 1986-1988 (2 of 2)
- 10 Second Century Issues - Strategic Planning Committee, 1986-1987
- 11 Shedd's, 1982
- 12 Time to Care, 1989-1990
- 13 Loaned Executive Focus Groups, 1987
- 14 Leaderboard, 1988-1989
- 15 Philanthropy Annual Reports, 1986-1988
- 16 Fund Raising Committee, 1986
- 17 Film Evaluation, 1990-1991
- 18 Direct Marketing Program, 1986-1991
- 19 Amount Raised, 1991-1992
- 20 Amount Raised, 1977-1990
- 21 Economic Survey Committee, 1988-1989
- 22 Master File - PMP, 1990
- 23 Amount Raised, 1988-1989
- 24 Metro I Graphs, 1987
- 25 Marketing Information, 1992
- 26 Market Research Subcommittee, 1982-1987
- 27 United Foundation Market Research, 1984-1986
- 28 Telemarketing, 1992
- 29 Survey Job Fair, 1992
- 30 Strategic Positioning Research, 1986
- 31 Staff Review Team, 1994
- 32 Professional Staff Conference, 1987

- 33 August Staff Conference, 1986
- 34 Social Services in the Year 2000, 1985
- 35 Slide Presentations, 1991
- 36 Slide Presentations, 1986
- 37 Top 100 Accounts Analysis, 1983-1985

Box 9

- 1 Top 100 Accounts Analysis - CEO Questionnaire, 1986
- 2 Marketing Information, 1981-1991 (1 of 2)
- 3 Marketing Information, 1981-1991 (2 of 2)
- 4 Five Year Source of Income - Trade Groups, 1985
- 5 Paid Advertising - Promotion Marketing, 1988
- 6 Market Research Analysis, 1981-1985
- 7 Corporate Giving Guidelines, 1986
- 8 Employee Goal Setting, 1978
- 9 Strategic Planning Committee Meeting, 1987
- 10 Strategic Management Booklets, 1985-1987 (1 of 2)
- 11 Strategic Management Booklets, 1985-1987 (2 of 2)
- 12 Campaign Staff Budgets & Correspondence, 1992
- 13 Market Planning & Research, 1985-1990
- 14 Market Planning & Research, 1980-1986
- 15 Long Range & Market Planning, 1983-1987
- 16 Market Research Profiles & Reports, 1984-1987
- 17 Strategic Campaign Planning, 1975-1987
- 18 Marketing & Campaign Reports, 1983-1986

Box 10

- 1 Market Research - Campaign Reports & Statistics, 1984-1986
- 2 Market Research Reports & Surveys, 1981-1986
- 3 Giving Surveys & Reports, 1987-1988
- 4 Regional Fundraising Reports, 1986-1987
- 5 Fund Raising Management Weekly, 1985-1986
- 6 Attitude Studies, 1983-1988
- 7 Market Research Charitable Giving Reports, 1981-1986
- 8 Regional Studies, 1985-1987
- 9 Regional Attitude Studies, 1983-1987
- 10 Campaign Plans & Analysis, 1983-1984
- 11 Marketing, 1985-1987
- 12 Marketing Plan, 1986
- 13 Advertising, 1988
- 14 Cable Scripts & Info., 1988
- 15 Campaign highlights, 1988
- 16 Campaign Solicitation, 1988
- 17 Communications Contest, 1988

- 18 Campaign Promotion, 1988
- 19 Promotion Preview, 1988
- 20 Creative Committee, 1988
- 21 Electronic Media Press Kits, 1988
- 22 UF Media Post Analysis, 1988
- 23 Fact Sheet, 1988
- 24 Fund Raising Committee, 1988
- 25 Newspaper Sponsorship, 1988
- 26 Newspaper Sponsorship Committee, 1988
- 27 Radio Station Briefing, 1987
- 28 Special Events, 1988
- 29 Torchlighting, 1988
- 30 Victory Dinner, 1988
- 31 Focus Group Research, 1986
- 32 Marketing Plan, 1987-1988
- 33 Marketing Plan, 1989-1991
- 34 Marketing Communications Plan, 1987-1988

Box 11

- 1 Marketing Communications Plan Phase I, 1986
- 2 Marketing Communications Plan, 1980-1986
- 3 Marketing Communications Plan Phase I, 1985
- 4 Advertising & Media Plan, 1990 (1 of 2)
- 5 Advertising & Media Plan, 1990 (2 of 2)
- 6 Torch Drive Media Plan, 1992
- 7 Communications Files - 5 1/4" Diskettes
- 8 Community Needs Assessment Report, 1992-1993
- 9 Community Needs Assessment Report Drafts, 1993
- 10 CNAP Communications Committee Meetings & Correspondence, 1993
- 11 Community Needs Assessment Partnership, 1990-1993
- 12 CNAP Committee, 1992
- 13 CNAP Final Report Subcommittee, 1992-1993 (1 of 2)
- 14 CNAP Final Report Subcommittee, 1992-1993 (2 of 2)
- 15 Honor Awards, 1980
- 16 Torch Drive 1986 Awards Luncheon, 1987

Series 2

- 17 Torchlighter, 1977-1979
- 18 Torchlighter, 1976-1980
- 19 Torchlighter, 1981-1983
- 20 Torch Drive Pins & Buttons, 1952-1988
- 21 Red Feather Campaign Songs, 1950-1957
- 22 Collateral Material, 1949-1950
- 23 Collateral Material, 1951

- 24 Collateral Material, 1952-1953
- Box 12**
- 1 Collateral Material, 1954-1955
2 Collateral Material, 1956
3 Collateral Material, 1957
4 Collateral Material, 1959-1960
5 Collateral Material, 1961
6 Collateral Material, 1962
7 Collateral Material, 1963
8 Collateral Material, 1964
9 Collateral Material, 1965
10 Collateral Material, 1966
11 Collateral Material, 1967
12 Collateral Material, 1968
13 Collateral Material, 1969
14 Collateral, 1970
15 Collateral, 1971
16 Collateral, 1972
17 Collateral, 1973
18 Collateral, 1974
19 Collateral, 1975
20 Collateral, 1976
21 Collateral, 1977
22 Collateral, 1978
23 Collateral, 1979
24 Collateral, 1980
25 Collateral, 1981
26 Collateral, 1982
- Box 13**
- 1 Collateral, 1983
2 Collateral, 1984
3 Collateral, 1985
4 Torch Drive Ad Campaign, 1975-1979
5 Torch Drive Ad Campaign, 1980-1984
6 Collateral Materials, 1983
7 UF Collateral Materials Evaluation Survey
8 Collateral, 1988
9 Combined Federal Campaign General Poster, 1988
10 Solicitor's Handbook, 1988
11 Campaign Contact Guide, 1988
12 Combined Federal Campaign Contact Guide, 1988
13 Vanguard, 1988

- 14 Combined Federal Campaign Contact Guide, 1987
- 15 Solicitor's Handbook, 1987
- 16 Campaign Contact Guide, 1987
- 17 Campaign Collateral, 1988 (1 of 3)
- 18 Campaign Collateral, 1988 (2 of 3)
- 19 Campaign Collateral, 1988 (3 of 3)
- 20 Collateral Material, 1989 (1 of 2)
- 21 Collateral Material, 1989 (2 of 2)
- 22 Collateral Materials, 1992 (1 of 3)
- 23 Collateral Materials, 1992 (2 of 3)
- 24 Collateral Materials, 1992 (3 of 3)

Box 14

- 1 Collateral Materials, 1993
- 2 Chief Executive Message, 1993
- 3 Combined Federal Campaign 25 Word Statements, 1992-1993
- 4 Combined Federal Campaign Caring Poster, 1993
- 5 Combined Federal Campaign Thank You Poster, 1992
- 6 Honor Award Ad, 1992
- 7 Agency Guide, 1993
- 8 Educational Drawing Stuffers, 1993
- 9 Corporate Goal Poster, 1993
- 10 Collateral, 1993-1994
- 11 CNAP Update, 1994-1995
- 12 Alexis de Tocqueville Society Membership, 1993
- 13 Leadership Giving, 1993
- 14 Vanguard Commitment Card, 1994
- 15 Signature Club Appeal & Commitment Card, 1994
- 16 Alexis de Tocqueville Society Commitment Card, 1994
- 17 Leadership Giving Request Folder, 1994
- 18 Pacesetter Materials, 1994
- 19 Leadership Giving Letterhead & Printing, 1994
- 20 Signature Club Membership Roster, 1994
- 21 Campaign Inserts, 1993
- 22 CEO Message for Growth Accounts
- 23 Combined Federal Campaign Achievement Awards, 1993
- 24 New Hire Brochure & Inserts, 1994
- 25 Campaign Solicitors' Guide, 1994
- 26 Campaign Employee Chair Guide Materials, 1994
- 27 Campaign Small Business Contest Idea Insert, 1994
- 28 Campaign Employee Chair Guide - Small Accoutns, 1994
- 29 Campaign Small Business Special Events Ideas, 1994
- 30 Campaign Small Business Prizes Insert, 1994

United Foundation Communications Department Records

- 31 Campaign Small Business Campaign Calendar Sheet, 1994
- 32 Combined Federal Campaign Recognition Card, 1994
- 33 Campaign Honor Award Roster, 1993
- 34 Campaign Honor Awards Ad, 1994
- 35 Combined Federal Campaign CEO Message, 1994
- 36 United Way of America Where We Stand, 1994
- 37 Speakers Bureau Pamphlet, 1994
- 38 United Way Lapel Tab
- 39 Campaign Newsletter Nameplate
- 40 The New Dertoit Fund Case, 1995
- 41 Combined Federal Campaign Contact Card, 1994
- 42 Combined Federal Campaign Honor Award Roster, 1993
- 43 Solicitation Thank You Certificate, 1994
- 44 Education Drawing Stufers, 1993
- 45 United Way Gold Pin, 1994
- 46 General Annual Poster, 1994
- 47 General Agency Guide Drafts, 1994 (1 of 2)
- 48 General Agency Guide Drafts, 1994 (2 of 2)

Box 15

- 1 Joint Agency Guide, 1994
- 2 Contributors Leaflet Torch Drive, 1994 (1 of 2)
- 3 Contributors Leaflet Torch Drive, 1994 (2 of 2)
- 4 Contributors Leaflet Retiree, 1994
- 5 Contributors Leaflet Ford, 1994
- 6 Contributors Leaflet GM, 1994
- 7 Contributors Leaflet Chrysler, 1994
- 8 Contributors Leaflet Joint, 1994
- 9 Thank You Poster, 1994
- 10 Pacesetter Thank You Poster, 1994
- 11 Labor Poster, 1994
- 12 Payroll Stuffer Thank You, 1994
- 13 Goal Poster, 1994
- 14 Service Area Map, 1994
- 15 Joint Service Area Map, 1994
- 16 Suburban Schools Handbook, 1994
- 17 Combined Federal Campaign Thank You Poster, 1994
- 18 Combined Federal Campaign 25 Word Statement Guide, 1994
- 19 Combined Federal Campaign Keyworkers Guide, 1994
- 20 Combined Federal Campaign Employee Chair Guide, 1994
- 21 Combined Federal Campaign Employee Chair Worksheet, 1994
- 22 Advertising Reprints, 1994
- 23 Pledge Cards, 1994 (1 of 2)

United Foundation Communications Department Records

- 24 Pledge Cards, 1994 (2 of 2)
- 25 Victory Celebration Final Report Booklet, 1994
- 26 Standing Sign, 1994
- 27 Bumper Sticker, 1994
- 28 Detroit Schools Handbook, 1994
- 29 Detroit Schools General Poster, 1994
- 30 Detroit Schools Goal Poster, 1994
- 31 Torchlight/Employee Kickoff Invites, 1994
- 32 Combined Federal Campaign Thank You Certificate, 1994
- 33 Misc. Collateral, 1994 (1 of 4)
- 34 Misc. Collateral, 1994 (2 of 4)
- 35 Misc. Collateral, 1994 (3 of 4)
- 36 Misc. Collateral, 1994 (4 of 4)
- 37 Sollicitation Materials, 1978-1979
- 38 Sollicitation Materials, 1980
- 39 Campaign Materials, 1978 (1 of 2)
- 40 Campaign Materials, 1978 (2 of 2)

Series 3

- 41 Black United Fund Clippings, 1982
- 42 Capital Fund Division Publications, 1972 & 1984
- 43 Scrapbook clippings, 1979
- 44 Clippings, 1979
- 45 Press Clipping Copies, 1979
- 46 Newspaper articles, 1982 (1 of 2)
- 47 Newspaper articles, 1982 (2 of 2)
- 48 Torch Drive Newspaper Publicity, 1982
- 49 Torch Drive Newspaper Publicity, 1983

Box 16

- 1 Clippings, 1984
- 2 Agency Clippings, 1978
- 3 Newspaper Clippings, Mar. 1973
- 4 Newspaper Clippings, Apr. 1973
- 5 Newspaper Clippings, May 1973
- 6 Newspaper Clippings, Jun. 1973
- 7 Newspaper Clippings, Jul. 1973
- 8 Newspaper Clippings, Jan. 1971
- 9 Newspaper Clippings, Feb. 1971
- 10 Newspaper Clippings, Mar. 1971
- 11 Newspaper Clippings, Apr. 1971
- 12 Newspaper Clippings, May & Jun. 1971
- 13 Newspaper Clippings, Jul. 1971
- 14 Newspaper Clippings, Aug. 1971

United Foundation Communications Department Records

- 15 Newspaper Clippings, Sep. & Oct. 1971
- 16 Newspaper Clippings, Jan. & Feb. 1967
- 17 Newspaper Clippings, Mar. & Apr. 1967
- 18 Newspaper Clippings, May 1967
- 19 Newspaper Clippings, Jun. & Jul. 1967
- 20 Newspaper Clippings, Aug. 1967
- 21 Newspaper Clippings, Sep. 1967

Box 17

- 1 Newspaper Clippings, Oct. 1967 (1 of 2)
- 2 Newspaper Clippings, Oct. 1967 (2 of 2)
- 3 Newspaper Clippings, Nov. 1967
- 4 Newspaper Clippings, Dec. 1967
- 5 Newspaper Clippings, 1967
- 6 Press Releases, 1978-1979
- 7 Press Releases, 1980-1981
- 8 Press Releases, 1982
- 9 Press Releases, 1983 (1 of 2)
- 10 Press Releases, 1983 (2 of 2)
- 11 Press Releases, 1984 (1 of 2)
- 12 Press Releases, 1984 (2 of 2)
- 13 Press Releases, 1985 (1 of 2)
- 14 Press Releases, 1985 (2 of 2)
- 15 UF Headquarters News Releases, & Employee Book, 1986-1987
- 16 Newspaper Clippings, Sep. 1988
- 17 Newspaper Clippings, Oct. 1988
- 18 Newspaper Clippings, Nov. 1988

Box 18

- 1 Newspaper Clippings, Dec. 1988
- 2 Newspaper Clippings, Jan. 1989
- 3 Newspaper Clippings, Feb. 1989
- 4 Newspaper Clippings, Mar. 1989
- 5 Newspaper Clippings, Apr. 1989
- 6 Newspaper Clippings, May 1989
- 7 Newspaper Clippings, Jun. 1989
- 8 Newspaper Clippings, Jul. 1989
- 9 Newspaper Clippings, Aug. 1989
- 10 Newspaper Clippings, Sep. 1989 (1 of 2)
- 11 Newspaper Clippings, Sep. 1989 (2 of 2)
- 12 Newspaper Clippings, Oct. 1989 (1 of 2)
- 13 Newspaper Clippings, Oct. 1989 (2 of 2)
- 14 Newspaper Clippings, Nov. 1989 (1 of 3)
- 15 Newspaper Clippings, Nov. 1989 (2 of 3)

- 16 Newspaper Clippings, Nov. 1989 (3 of 3)
- 17 Newspaper Clippings, Dec. 1989
- 18 Press Releases, 1989

Box 19

- 1 News Coverage, 1989
- 2 Press Releases, 1989
- 3 Newspaper Clippings, Jan. 1990
- 4 Newspaper Clippings, Feb. 1990
- 5 Newspaper Clippings, Mar. 1990
- 6 Newspaper Clippings, Apr. 1990
- 7 Newspaper Clippings, May 1990
- 8 Newspaper Clippings, Jun. 1990
- 9 Newspaper Clippings, Jul. 1990
- 10 Newspaper Clippings, Aug. 1990
- 11 Newspaper Clippings, Sep. 1990
- 12 Newspaper Clippings, Oct. 1-11, 1990
- 13 Newspaper Clippings, Oct. 15-31, 1990
- 14 Newspaper Clippings, Nov. 1-28, 1990
- 15 Newspaper Clippings, Dec. 3-31, 1990

Box 20

- 1 Press Releases, Jan.-May, 1990
- 2 Press Releases, Jun.-Dec., 1990
- 3 Newspaper Clippings, Dec. 1991
- 4 Newspaper Clippings, Nov. 1991
- 5 Newspaper Clippings, Oct. 1991
- 6 Newspaper Clippings, Sep. 1991
- 7 Newspaper Clippings, Aug. 1991
- 8 Newspaper Clippings, Jul. 1991
- 9 Newspaper Clippings, Jun. 1991
- 10 Newspaper Clippings, May 1991
- 11 Newspaper Clippings, Apr. 1991
- 12 Newspaper Clippings, Mar. 1991
- 13 Newspaper Clippings, Feb. 1991
- 14 Newspaper Clippings, Jan. 1991
- 15 Newspaper Clippings, Nov-Dec. 1992
- 16 Newspaper Clippings, Sep.-Oct. 1992
- 17 Newspaper Clippings, Aug. 1992
- 18 Newspaper Clippings, Jun.-Jul. 1992

Box 21

- 1 Newspaper Clippings, Apr.-May 1992
- 2 Newspaper Clippings, Feb.-Mar. 1992
- 3 Newspaper Clippings, Jan. 1992

United Foundation Communications Department Records

- 4 Foreign Press, 1955
- 5 Newspaper articles, 1983 (1 of 2)
- 6 Newspaper articles, 1983 (2 of 2)
- 7 Immediate Releases, Sep. 1980- Aug. 1982
- 8 Torch Drive Clippings, 1986
- 9 Torch Drive Press Releases, 1981-1983

Series 4

- 10 Adult Psychiatric Clinic, 1953-1954
- 11 American Hearing Society, 1960-1962
- 12 American Red Cross, 1949-1967
- 13 American Red Cross - Detroit Chapter, 1952-1958
- 14 American Red Cross - Southeastern Michigan Chapter, 1964-1967
- 15 Area Service Association, 1959-1961
- 16 Arthritis & Rheumatism Association, 1949-1964 (1 of 2)
- 17 Arthritis & Rheumatism Association, 1949-1964 (2 of 2)
- 18 Barat House, 1957
- 19 Bay Court Camp, 1952-1960
- 20 Big Brothers, 1957-1966
- 21 Boy Scouts, 1951-1966 (1 of 2)
- 22 Boy Scouts, 1951-1966 (2 of 2)
- 23 Boys Club of America - National, 1958
- 24 Boys Club of Detroit, 1949-1955
- 25 Boys Club of Highland Park, 1958
- 26 Boys Club of Dearborn, 1949-1950
- 27 Boys Republic, 1949-1951
- 28 Brightmoor Community Center, 1949-1955
- 29 Camp Fire Girls, 1949-1968
- 30 Catholic Social Services, 1962-1963
- 31 Catholic Youth Organization, 1954-1963
- 32 Children's Aid Society, 1949-1959
- 33 Children's Center of Metropolitan Detroit, 1951
- 34 Children's Hospital, 1949-1959

Box 22

- 1 Children's Leukemia Foundation, 1959-1963
- 2 Church Youth Services, 1952
- 3 Community Information Service, 1965
- 4 Crittenton Maternity Home, 1949-1952
- 5 Cystic Fibrosis 1959-1963
- 6 Delta Home for Girls, 1951-1960
- 7 Detroit & Tri. Co. Eeague for Nursing, 1952-1962
- 8 Detroit Association for Retarded Children, 1954-1964
- 9 Detroit Council for Youth Services, Detroit Public Schools, 1956

United Foundation Communications Department Records

- 10 Detroit Council of Churches, Social Services Department, 1948-1951
- 11 Detroit Dental Aid, 1956
- 12 Detroit Federation of Settlements & Neighborhood Centers, 1953-1960
- 13 Detroit Hearing Center, 1962-1967
- 14 Detroit League for the Handicapped, 1957-1967
- 15 Detroit Orthopaedic Clinic, 1945-1966
- 16 Detroit Roundtable of Catholics, Jews & Protestants, 1943-1950
- 17 Disabled American Veterans, 1958
- 18 Evangelical Lutheran Institute for the Deaf, 1952-1957
- 19 Family Service of Oakland County, 1954
- 20 Family Service Society of Metropolitan Detroit, 1949-1959
- 21 Franklin Wright Settlements, 1946-1967
- 22 Girl Scouts, 1956-1966
- 23 Grace Hospital, 1948
- 24 Greater Detroit Council on Alcoholism, 1950-1965
- 25 Guardian Angel Home, 1951
- 26 Homemakers Service of Metro. Detroit, 1965
- 27 International Institute, 1949-1966
- 28 International Social Service American Branch, 1964-1965
- 29 Jackson Memorial Library, 1946-1954
- 30 Jewish Community Center, 1949-1968
- 31 Jewish Family & Children's Service, 1958-1963
- 32 Junior League Senior Center, 1959
- 33 Leader-Dog League for the Blind, 1949-1958
- 34 League of Catholic Women, 1954
- 35 Legal Aid Bureau, 1945-1959
- 36 Lutheran Children's Friend Society, 1949-1951
- 37 Methodist Children's Home Society, 1942-1960
- 38 Metropolitan Detroit Polio Foundation, 1951-1952
- 39 Metro. Society for the Blind, 1962
- 40 Michigan Association for Better Hearing, 1957-1960
- 41 Michigan Association for Emotionally Disturbed Children, Greater Detroit Chapter, 1953-1965
- 42 Michigan Association for Retarded Children, 1959
- 43 Michigan Cancer Foundation, 1947-1967
- 44 Michigan Children's Aid Society, 1941-1949
- 45 Michigan Diabetes Association, 1949
- 46 Michigan Epilepsy Center & Association, 1953-1967
- 47 Michigan Heart Association, 1956-1964

Box 23

- 1 Michigan Humane Society, 1954-1957
- 2 Michigan Kidney Disease Foundation, 1958-1966
- 3 Michigan League for Nursing, 1954-1968

United Foundation Communications Department Records

- 4 Michigan Society for Mental Health, 1950-1966
- 5 Michigan United Fund, 1966
- 6 Michigan Welfare League, 1951-1967
- 7 Myasthenia Gravis, 1964
- 8 Detroit Urban League, 1990
- 9 Northwest Activities Center, 1991
- 10 Visiting Nurse Association, 1990
- 11 Hemophilia Foundation of Michigan, 1990-1991
- 12 Boys & Girls Club of South Oakland County
- 13 Family Service of Detroit & Wayne County, 1991
- 14 Greater Detroit Society for the Blind, 1991
- 15 National Council on Alcoholism, 1991
- 16 Michigan Metro Girl Scouts, 1990-1991
- 17 National Kidney Foundation of Michigan, 1990-1991
- 18 Jewish Vocational Service, 1991
- 19 Jewish Family Service Newsletters, 1991
- 20 Epilepsy Center of Michigan, 1991
- 21 Alzheimers Association Detroit Area Chapter, 1991
- 22 Kenny R.E.H.A.B. Entry Set #2, 1991
- 23 Kenny R.E.H.A.B. Entry Set #3, 1991
- 24 Michigan Metro Girl Scouts Agency Communications, 1991-1992
- 25 Alzheimers Association Detroit Area Chapter, 1992
- 26 Family Services Year Round Communications, 1992
- 27 Family Services Campaign Year Round Communications, 1992
- 28 Children's Leukemia Foundation, 1992
- 29 Multiple Sclerosis Society Year Round Communications, 1992
- 30 St. Vincent & Sarah Fisher Cener Year Round Communications, 1992
- 31 Kenny R.E.H.A.B., 1992
- 32 Boys & Girls Clubs Year Round Communications
- 33 Detroit Institute for Children Year Round Communications, 1992
- 34 Epilepsy Center of Michigan, 1992
- 35 Hemophilia Foundation of Michigan Year Round Communications, 1992
- 36 Detroit Urban League, 1991-1992
- 37 Arthritis Foundation Year Round Communications, 1992
- 38 Detroit Association for Retarded Citizens, 1992
- 39 United Health Organization Campaign Year Round Communications, 1992
- 40 Michigan Cancer Foundation Year Round Communications, 1992

Series 5

- 41 Automotive & Suppliers - Warren T. Burt, 1969
- 42 General Manufacturing - Ray Ivey, 1969
- 43 Major Commerce - Borris Sellers, 1969
- 44 Metropolitan Unit - James Ridge, 1969

United Foundation Communications Department Records

- 45 Northeast Residential, 1969
- 46 Northwest Residential, 1969
- 47 Professions - Don Hramiec, 1969
- 48 Recruitment, 1969
- 49 Western Residential, 1969
- 50 Comercial Unit, 1975
- 51 Industrial Unit, 1975
- 52 Metropolitan Unit, 1975
- 53 Misc. Volunteer Bios, 1975
- 54 Professions Unit, 1975
- 55 Service Unit, 1975
- 56 Torch Drive Chapter Unit Chairmen, 1979
- 57 Community Campaigns, 1979
- 58 Industrial Unit Torch Drive, 1979
- 59 Misc. Torch Drive Volunteer Biographies, 1979
- 60 Service Unit, 1979
- 61 Al Ackerman, 1965-1968
- 62 Charles F. Adams, 1967-1968
- 63 Thomas B. Adams, 1961-1963
- 64 Raymond A. Bammel, 1974
- 65 Jack Barlow, 1974
- 66 Milford Barron, 1974
- 67 Chapter Campaigns - William S. Blakeslee, 1969
- 68 Comm. Campaigns Business - Edward J. Blanch, 1967
- 69 Norman A. Bolz, 1969
- 70 William B. Bond, 1963
- 71 Abraham Borman
- 72 Paul Borman, 1966-1968
- 73 John R. Bowers, 1973
- 74 Robert F. Bowers, 1962
- 75 George J. Brown, 1963
- 76 L. Brooks Brown, 1974
- 77 George F. Butts
- 78 Robert Cahill, 1974
- 79 Matthew A. Calderwood, 1965-1967
- 80 Philip Caldwell, 1971
- 81 Larry M. Carino
- 82 Fr. Malcolm Carron, S.J., 1973
- 83 George E. Cartmill, 1972
- 84 Paul E. Casey, 1970-1972
- 85 Yolande H. Chambers, 1966
- 86 Dean Coffin, 1965

United Foundation Communications Department Records

- 87 Walter B. Connolly, 1972-1974
- 88 Robert R. Cosner, 1972
- 89 Frank Craig, 1967
- 90 George J. Crist
- 91 Mrs. Paul Cryderman, 1965-1968
- 92 Alva C. Cuddeback, 1966
- 93 Jack M. Cudlip, 1973
- 94 Richard H. Cummings, 1970-1972
- 95 Hugh C. Daly, 1964-1971
- 96 Thomas G. Daniels, 1974
- 97 N. Maurice Day, 1971
- 98 John C. Dean, 1975
- 99 L. Emery Dearborn, 1971
- 100 Robert E. Dean
- 101 Robert A. Dearth, 1965
- 102 Mrs. Edwin W. Deer, 1970
- 103 Don DeGroot, 1968-1975
- 104 A.G. DeLorenzo, 1971
- 105 Malcom L. Denise, 1961-1962
- 106 Gerald G. Diehl
- 107 Josephine M. Diehl, 1971-1978
- 108 Dave L. Diles, 1970
- 109 Wayne S. Doran, 1973
- 110 James J. Edwards, 1972
- 111 A.M. Entenman, Jr.
- 112 James E. Evans, 1974
- 113 Charle E. Exley, Jr., 1973-1974
- 114 Joseph F. Falls, 1968
- 115 James T. Farley, 1973
- 116 Mrs. Evelyn Feld, 1967
- 117 Duke Fisher, 1973
- 118 John A. Ford, 1973-1974
- 119 John B. Ford III, 1971-1974
- 120 Lester M. Freidinger, 1972
- 121 John S. French, 1961
- 122 Ronald N. Friedrich, 1967
- 123 Hans Gehrke Jr., 1963
- 124 Carl Georgie Jr., 1968
- 125 David J. Gillespie, 1971-1975
- 126 Nathan B. Goodnow, 1968
- 127 John H. Gourlay, 1973
- 128 Erwin H. Graham, 1970-1971

- 129 Robert C. Graham, 1973-1974
- 130 Donald C. Graves, 1967
- 131 John W. Harms, 1972-1974
- 132 Fran Harris, 1974
- 133 Robert W. Hartwell, 1973-1974
- 134 Albert T. Hastings, 1971-1972

Box 24

- 1 Richard Haupt, 1970-1972
- 2 Thomas Haw III, 1974
- 3 John A. Heald, 1973
- 4 Paul A. Heinen, 1974
- 5 David T. Hood, 1974
- 6 John E. Hoskins, c. 1965
- 7 James S. Hudgens, 1971
- 8 Jean Hudson, 1968
- 9 John R. Hurley, 1968
- 10 Robert J. Hutton, 1969
- 11 Bob Hynes, 1968
- 12 Lee A. Iacocca, 1971-1972
- 13 Tim Jackson, 1980
- 14 Melvin D. Jefferson, 1973
- 15 Arthur R. Jennings, 1974
- 16 Reuben R. Jensen, 1970-1971
- 17 Paul L. John, 1974
- 18 Arthur L. Johnson, 1973-1974
- 19 Elmer W. Johnson, 1984
- 20 Mrs. Ralph E. Johnson, 1972
- 21 Ronald C. Johnston Jr., 1970
- 22 Robert Hudson Kanzler, 1967
- 23 Joseph. F. Kerigan, 1970-1972
- 24 Robert L. Kessler, 1971
- 25 E. S. Knutson, 1966
- 26 Charles E. Koenig, 1970
- 27 Jack L. Korb, 1973
- 28 Joseph A. Kordick, 1974
- 29 Wallace W. Kraft, 1967
- 30 Leonard C. Kropp, 1973
- 31 Robert E. Lapham, 1969
- 32 Mark D. Littler, 1966-1967
- 33 Earl Lloyd, 1969
- 34 Hubert G. Locke
- 35 Raymond L. Logue, 1973-1974

- 36 Victor A. Long, 1974
- 37 Robert D. Loomis
- 38 Ray. J. Lynch, 1973
- 39 John J. MacAloon, 1974
- 40 Wilfrid D. Macdonnel, 1961, 1976
- 41 Ben Maibach, 1964-1988
- 42 Robert S. Marker, 1966
- 43 Al Martin
- 44 Robert J. Maurer, 1970
- 45 Irving H. Mayson, 1970
- 46 John C. McCabe, 1970
- 47 Bennet J. McCarthy, 1967
- 48 Dean McCarthy
- 49 Joseph D. McCarthy, 1971
- 50 Wiliam G. Meese, 1970
- 51 Ralph T. McElvenny
- 52 Matthew S. McLaughlin, 1972
- 53 Walter S. McLean, 1971
- 54 William R. McNealy, 1972-1974
- 55 James P. Melberg, 1970
- 56 Morgan Miller
- 57 Paul S. Mirabito, 1973
- 58 Raymond M. Mizak, 1974
- 59 Alfred B. Moran, 1972
- 60 James Evan Morgan, 1972-1974
- 61 Thomas G. Moore, 1973
- 62 John J. Morrissey, 1967-1970
- 63 Sheldon Moyer, 1968-1969
- 64 John B. Naughton, 1973-1974
- 65 John J. Nevin, 1970
- 66 Byron J. Nichols, 1971-1973
- 67 James W. Norris, 1972-1974
- 68 W.M. O'Brien, 1964
- 69 Robert M. O'Connor, 1966
- 70 Delphene Ortner, 1972
- 71 Thomas C. Page
- 72 Robert Palenchar
- 73 Donald E. Petersen, 1971
- 74 Juluen Priver, 1968-1970
- 75 James H. Quello, 1971
- 76 Priscilla Rasmussen, 1970
- 77 Thomas R. Reid, 1964-1965

United Foundation Communications Department Records

- 78 Bob Reynolds
- 79 John J. Riccardo, 1973-1974
- 80 Gilbert F. Richards, 1967-1971
- 81 Frank O. Riley
- 82 Lenore Romney, 1963
- 83 Louis A. Rossetti, 1974
- 84 Dominic J. Rossi, 1973
- 85 William A. Rothman, 1974
- 86 Robert Sadler, 1973
- 87 John M. Sanders, 1967-1974
- 88 Robert B. Sanford, 1970
- 89 A. J. Savage, 1968
- 90 Don J. Schiefsky, 1968
- 91 General Chairman - Robert B. Semple, 1967
- 92 Allen Sheldon III
- 93 Horace Sheldon, 1967
- 94 Ronald K. Sherman, 1973
- 95 Arthur A. Shmina, 1973-1974
- 96 Burt R. Shurly, Jr., 1967-1968
- 97 Dan F. Smith, 1972-1974
- 98 James M. Smith, 1961-1962
- 99 Roger B. Smith, 1974-1975
- 100 Mrs. Russel D. Smith, 1970
- 101 Judge Peter B. Spivak, 1970
- 102 Robert A. Steinberg, 1972
- 103 Major Commerce Unit - Boyd Stockmeyer, 1967-1969
- 104 William J. Tausch, 1971
- 105 Cleveland Thurber, 1966
- 106 Cleveland Thurber Jr., 1971-1972
- 107 Lynn A. Townsend, 1963-1966
- 108 Edward W. Tuescher, 1967
- 109 Carl O. Uren, 1973
- 110 Vos A.D. W.D., 1974
- 111 Ervin E. Wardlow, 1972
- 112 Lillian I. Watson, 1973
- 113 Joseph Evans Wellman, 1966
- 114 Glenn E. White, 1974
- 115 Mrs. Charles Whitten
- 116 Ralph L. Wilgarde, 1970
- 117 Joseph D. Williams, 1970
- 118 R. Jamison Williams, 1965
- 119 Mrs. R. Jamison Williams, 1968

- 120 John Wilson, 1970
- 121 Wallace E. Wilson
- 122 James H. Wineman, 1962
- 123 Robert E. Winkel, 1972
- 124 Dr. Carl S. Winters, 1971
- 125 Charles J. Wolfe, 1974
- 126 Jack Wood
- 127 Mack W. Worden, 1972
- 128 Joseph W. Wyckoff, 1973

Series 6

- 129 Torchlighter Informal Pose-Photos, 1976
- 130 Torchlighter Portrait-Photos, 1976
- 131 YMCA Photos, 1976
- 132 Hearing & Speech Center - Boy Painting - Photos, 1976
- 133 Red Cross Disaster Photos, 1976
- 134 Jewish Community Center Photos, 1976
- 135 Visiting Nurse - Photos, 1976
- 136 Rehabilitation Institute Photos, 1976
- 137 Boys Club Photos, 1976
- 138 Health-O-Rama Blood Pressure Photos, 1976
- 139 Michigan Cancer Foundation Research Photos, 1976
- 140 Hearing & Speech Center Testing Photos, 1976
- 141 YWCA - Girl Photos, 1976
- 142 Torchlighter Group Picture Photos, 1977
- 143 Carol Ann McClure Photos, 1977
- 144 Omega Mahone Photos, 1977
- 145 Michael Ross Photos, 1977
- 146 Melissa Hafeli Photos, 1977
- 147 Research at Children's Hospital Photos, 1977
- 148 Blue Bird Girl Photos, 1977
- 149 Adult Service Center Bingo Photos, 1977
- 150 Visiting Nurse Association Photos, 1977
- 151 YWCA Toddler Program Photos, 1977
- 152 Detroit Baptist Childrens Home Photos, 1977
- 153 Torchlighters Portraits Photos, 1978
- 154 Red Cross Photos, 1978
- 155 Boy Scouts Photos, 1978
- 156 Camp Fire Girls Photos, 1978
- 157 Don Bosco Hall Photos, 1978
- 158 Boys Club Photos, 1978
- 159 Michigan Cancer Photos, 1978
- 160 Homemaker Service Photos, 1978

United Foundation Communications Department Records

- 161 Adult Service Centers, 1978
- 162 Kenny-Michigan Photos, 1978
- 163 Karrie Wujcik Photos, 1978
- 164 Jane Simons Photos, 1978
- 165 Ramon Jones Photos, 1978
- 166 Charles Cook Photos, 1978
- 167 Homemaker Service Photos, 1979
- 168 Visiting Nurse Association Photos, 1979
- 169 Boys Club Photos, 1979
- 170 Unidentified Woman & Child, 1979
- 171 Unidentified Therapist & Infant, 1979
- 172 Unidentified Man in Physical Therapy, 1979
- 173 Unidentified Female Scientist in Lab, 1979
- 174 Big Brothers Photos, 1979
- 175 Jewish Vocational Service Photos, 1979
- 176 Unidentified Woman Receiving Dialysis, 1979
- 177 Samantha Hurwitz JCC Summer Programs, 1979
- 178 Adult Service Centers Photos, 1979
- 179 Two Unidentified Children Photos, 1980
- 180 Unidentified Driver, 1980
- 181 Unidentified Male Scientist in Lab, 1980
- 182 Unidentified Man Welding, 1980
- 183 Unidentified Campers Shooting Bow, 1980
- 184 Unidentified Women Crafting, 1980
- 185 Boys Clubs Photos, 1980
- 186 Unidentified Jogger & Dog, 1980
- 187 Unidentified Man Writing Kanji, 1980
- 188 Unidentified Group in Pool, 1980
- 189 Unidentified Boy in Helmet, 1980
- 190 Traveller's Aid, 1980
- 191 Man Teaching Boy Guitar, 1980
- 192 United Foundation Planning Committee Photos, 1980
- 193 Man Feeding Infant, 1980
- 194 Man Assisted by Nurse, 1980
- 195 Man Teaching Boy to Swim, 1980
- 196 Unidentified Girl Portrait, 1980
- 197 Job Counseling Photos, 1981
- 198 Disaster Relief Photos, 1981
- 199 Detroit Institute for Children Photos, 1981
- 200 Leader Dog Photos, 1981
- 201 Camp Fire Photos, 1981
- 202 Shiffman Clinic Photos, 1981

United Foundation Communications Department Records

- 203 Volunteer Committee Photos, 1981
- 204 Sickle Cell Photos, 1981
- 205 Personal Counseling Photos, 1981
- 206 Franklin-Wright Photos, 1981
- 207 Red Cross Volunteer Photos, 1981
- 208 YWCA Photos, 1981
- 209 Research Photos, 1981
- 210 Senior Volunteers Photos, 1981
- 211 Speech Therapy Photos, 1981
- 212 Big Sisters Photos, 1981
- 213 Arthritis Research Photos, 1981
- 214 Disaster Meal Site Photos, 1981
- 215 Rehabilitation Institute Photos, 1981
- 216 World Medical Relief Photos, 1981
- 217 Boy Scouts Photos, 1981
- 218 CPR Photos, 1981
- 219 Childrens Hospital Photos, 1981
- 220 Jewish Vocational Center Photos, 1981
- 221 Youth Services Photos, 1982
- 222 Rehabilitation Photos, 1982
- 223 YWCA Photos, 1982
- 224 Adoption Photos, 1982
- 225 Services to Seniors Photos, 1982
- 226 Red Cross Photos, 1982
- 227 Institute for Children Photos, 1982
- 228 Health Services Photos, 1982
- 229 Leader Dogs Photos, 1982
- 230 Family Counseling Photos, 1982
- 231 Franklin Wright Photos, 1982
- 232 Jewish Vocational Photos, 1982
- 233 Hearing & Speech Center Photos, 1982
- 234 Senior Volunteers Photos, 1982
- 235 Volunteer Decision Making Photos, 1982
- 236 Homemaker Service Photos, 1982
- 237 Research Photos, 1982
- 238 Group Photos - Torchlighters Photos, 1982
- 239 Danny Klein - Torchlighter - Photo, 1982
- 240 Adriel Fenton - Torchlighter - Photos, 1982
- 241 Christine Park - Torchlighter - Photos, 1982
- 242 Jenny Sobocienski - Torchlighter - Photos, 1982
- 243 Steven Wahoski - Torchlighter - Photos, 1982
- 244 Ad Campaign - Photos & Negatives, 1982

United Foundation Communications Department Records

- 245 Andrew & Jeffrey Mauer - Torchlighter - Photos, 1983
- 246 International Institute Photos, 1983
- 247 Older Adults Photos, 1983
- 248 Kidney Foundation Photos, 1983
- 249 Jewish Vocational Service Photos, 1983
- 250 Vocational Rehabilitation Photos, 1983
- 251 Tri-County Dental Health Council Photos, 1983
- 252 Emergency Food Proram Photos, 1983
- 253 Detroit Hearing & Speech Center Photos, 1983
- 254 Cancer Research Photos, 1983
- 255 Scouting Photos, 1983
- 256 Medical Research Photos, 1983
- 257 Personal Counseling Photos, 1983
- 258 Citizens for Better Care Photos, 1983
- 259 Detroit Institute for Children Photos, 1983
- 260 Volunteer Committee Photos, 1983
- 261 Rehabilitative Services & Devices Photos, 1983
- 262 World Medical Relief Photos, 1983
- 263 Advertising Photos, 1983
- 264 Stacey Doz Photos
- 265 Photo File, 1983
- 266 Photo File Release Forms, 1983
- 267 Rehabilitation Photos, 1984
- 268 Salvation Army Photos, 1984
- 269 Society for the Blind Photos, 1984
- 270 Red Cross Photos, 1984
- 271 Jewish Vocational Photos, 1984
- 272 LA SED Photos, 1984
- 273 Girls Scouts Photos, 1984
- 274 Physically Impaired Photos, 1984
- 275 Visiting Nurses Photos, 1984
- 276 Volunteer Board Photos, 1984
- 277 Research Photos, 1984
- 278 Kidney Foundation Photos, 1984
- 279 Health-O-Rama Photos, 1984
- 280 Hearing & Speech Photos, 1984
- 281 Family Service Photos, 1984
- 282 Institute for Children Photos, 1984
- 283 Goodwill Industries Photos, 1984
- 284 Youth Service Photos, 1985
- 285 Visiting Nurse Photos, 1985
- 286 Cerebral Palsy Photos, 1985

- 287 Society for the Blind Photos, 1985
- 288 Research Photos, 1985
- 289 Physically Impaired Photos, 1985
- 290 Red Cross Photos, 1985
- 291 Hearing & Speech Photos, 1985
- 292 World Medical Relief Photos, 1985
- 293 Girl Scouts Photos, 1985
- 294 Senior Citizens Photos, 1985
- 295 Rehabilitation Institute Photos, 1985
- 296 Travelers Aid Photos, 1985
- 297 American Heart Photos, 1985
- 298 Institute for Children Photos, 1985

Box 25

- 1 Counseling Services Photos, 1985
- 2 Kenny Michigan Photos, 1985
- 3 Allocations Panel Photos, 1985
- 4 Contact Seets, 1977
- 5 Jason Ford Photos & Negatives, undated
- 6 Robert Dougherty Photos & Negatives, undated
- 7 Muiyiwa Taiwo Photos & Negatives, undated
- 8 Torchlighter Group Picture Photos, 1978
- 9 David Gill Photos & Bio, 1979
- 10 Hilary Jones Photos & Bio, 1979
- 11 Hilary & Sister Photos, 1979
- 12 Lynsey Muehl Photos & Bio, 1979
- 13 Todd Teetaert Photos & Bio, 1979
- 14 Todd & Mother Photos, 1979
- 15 Danny Wagner Photos & Bio, 1979
- 16 Torchlighters Photos, 1974
- 17 Torchlighters Photos & Bios, 1975
- 18 Torchlighters Photos, 1976
- 19 Torchlighters Photos & Bios, 1978
- 20 Torchlighters Photos, 1979
- 21 Miss Torchy Photos, 1979
- 22 Torchlighters Photos, 1980
- 23 Brandon Hayes - Torchlighter - Photo, 1980
- 24 Tommy Boyle - Torchlighter - Photo, 1980
- 25 Bill Beaulieu - Torchlighter - Photos, 1980
- 26 Melissa Tuck - Torchlighter - Photo, 1980
- 27 Shantale McKinney - Torchlighter - Photos, 1980
- 28 Stephenie Wittrock - Torchlighter - Photos, 1985
- 29 Doris Fuller - Torchlighter - Photos, 1985

United Foundation Communications Department Records

- 30 Chester Korzeniew - Torchlighter - Photos, 1985
- 31 Mickey Lovelace - Torchlighter - Photos, 1985
- 32 Scott Park - Torchlighter - Photos & Consent Form, 1985
- 33 Deborah Craze - Torchlighter - Photos, 1985
- 34 TV PSA's Photos, 1980
- 35 Family Services Photos & Documents, 1979
- 36 Girl Scouts Photos, 1979
- 37 Sports Day Photos, 1979
- 38 Franklin Wright Settlement Photos, 1977
- 39 United Foundation Negatives, 1977-1985
- 40 Detroit Hearing & Speech Photos, 1979
- 41 Don Bosco Home Photos & Documents, 1977
- 42 Detroit Institute for Children Photos, 1979
- 43 Children & Youth Photos, undated
- 44 Child Welfare Photos, undated
- 45 American Red Cross Photos, 1957-1981
- 46 American Red Cross Southeastern Michigan Photos, 1976
- 47 Association for Retarded Citizens Photos & Documents, 1981
- 48 Adult Service Centers Photos, undated
- 49 Historical Photos & Laidlaw Bio, 1950s-1960s
- 50 Old Photos - Volunteers, 1950s-1960s
- 51 Torch at Foot of Woodward Photos, 1961-1965
- 52 Out of Date Photos, 1954-1983
- 53 Boy Scouts Photos, 1977
- 54 Blind Services Photos, 1977-1978
- 55 Boys Republic Photos, 1987
- 56 Community Services Photos & Documents, 1974 & 1984
- 57 Boys Club Photos, undated
- 58 Family Counseling Photos, undated
- 59 Detroit Scenes Photos, 1977
- 60 Arthritis Foundation Photos, undated
- 61 United Way of America Photos, undated
- 62 Boys & Girls Clubs of Southeastern Michigan Photos, undated
- 63 Gary Chicoine Photo, undated
- 64 Haven Photo, undated
- 65 Torchlighters Photos & Documents, 1971
- 66 Photo Files, 1981-1984
- 67 Workplace Presence Slide Show
- 68 Misc. Slides & Film
- 69 8 35mm Colored Transparencies, undated
- 70 11 35mm Color Transparencies, United Foundation, 1959
- 71 18 35 mm Colored Transparencies, Metropolitan Detroit Building Fund, undated

Box 26

- 1 Campaign General Package Special Poster, 1994
- 2 Collateral Materials, 1993

Series 7

Box 27

- 1 VHS: Max Fisher 90th Birthday Tribute. 7/7/1998
- 2 VHS: Visiting Nurse Association, "Celebrating a Century of Caring," 3/9/1998
- 3 VHS: United Fund, undated
- 4 VHS: United Way Campaign Compilations from Beta SP Tapes: 61901, 61902, 61903, 61907, 61908, 61909, 61910, 8/13/1998
- 5 VHS: United Way: 1989 Torch Drive: "Changing Lives"
- 6 VHS: United Way of Tri-State: "Crack," "Lives," Protection," and "Help," 1987
- 7 VHS: United Way: 1988 Torch Drive Appeal Film: "United We Can Make a Difference"
- 8 VHS: United Way: "Presidential Message," 1986
- 9 VHS: United Way: "NFL '84 - Detroit," 1984
- 10 VHS: United Foundation: "Workplace Presence – Program Overview," 1987
- 11 VHS: Promises: CFC Version, undated
- 12 VHS: United Way of Greater St. Louis: 1988 Campaign Video: "Real Stories – Real People"
- 13 VHS: "Giving Your Best," undated
- 14 VHS: United Foundation: Working Together Program, "Introduction to Agency Volunteers & Staff, 1987
- 15 VHS: United Way of Metropolitan Dallas: 1988 Campaign Film"
- 16 VHS: United Foundation: Working Together Program, "Introduction to Employee Committees," 1987
- 17 VHS: United Way "1987 Presidential Message"
- 18 VHS: United Foundation "1987 Torch Drive: Success Through Support"
- 19 VHS: United Foundation "United Way & You Series," 1987
- 20 VHS: United Foundation "Year Round - PSA," 1985
- 21 VHS: Henry Ford Hospital "UF Solicitor Training Tape," 1988
- 22 VHS: United Way "I'll Be There - 1990 Campaign Film"
- 23 VHS: United Way "Give A Little Piece of Your Heart" & "Community Salute," undated
- 24 VHS: United Way "1989 United Way Contact Person Video"
- 25 VHS: United Way "President Bush Video Message - Combined Federal Campaign," 1989
- 26 VHS: United Foundation "Local Business Personal Call," 1985
- 27 VHS: United Foundation "Personal Call, Stock 2691" 1986
- 28 VHS: United Foundation "The Winners starring John Madden," 1984
- 29 VHS: United Way "Answer the Call, '89 MBT"
- 30 VHS: Food for the Poor "Through the Eyes of the Poor," 1989
- 31 VHS: United Foundation, "Slide Show," 1985

United Foundation Communications Department Records

- 32 VHS: United Way "Catch The Spirit: State Employees Combined Campaign," 1990
- 33 VHS: United Way "State Employees Combined Campaign," 1991-1992
- 34 VHS: unmarked

Box 28

- 1 VHS: United Way "A Better Place," 1990
- 2 VHS: United Way "1988 Torch Drive Campaign"
- 3 VHS: United Foundation "For All The Good," undated
- 4 16 mm: United Foundation Interviews, WJBK-TV2 News, Sep. 1976
- 5 16 mm: Torch Drive Film Spots, 1970
- 6 16 mm: AFH & UF W.P. Pix and Tracks, undated
- 7 16 mm: UF "Volunteer Leadership" May, 1979
- 8 16 mm: "United Foundation 78-114," Reels 1&2, 1978
- 9 16 mm: United Foundation "Gorden," undated
- 10 16 mm: United Community Fund "Gift of Hope," 1968
- 11 16 mm: United Fund "Children & Parents - 1971 Torch Drive"
- 12 16 mm: United Foundation "1965 Appeal"
- 13 16 mm: United Foundation "LeGoff," undated
- 14 16 mm: United Foundation "Blindness," 1970
- 15 16 mm: United Way of America "NBA Spot - Curtis Rowe, Detroit Pistons," 1976
- 16 16 mm: United Foundation "NCA - Dr. Cloud," TV Spot, 1969
- 17 16 mm: United Way of America "1977 NFL Spots"
- 18 16 mm: United Way of America "NFL '79/Detroit" TV Spot
- 19 16 mm: United Way of America "NFL '80/Detroit" TV Spot
- 20 16 mm: United Way of America "NFL '81/Detroit - Russ Bolinger," TV Spot
- 21 16 mm: United Way of America "NFL '82/Detroit - Tom Skladany," TV Spot
- 22 16 mm: United Foundation "Reach Out - 1972 Torch Drive"
- 23 16 mm: United Fund "Park Bench - 1971 Torch Drive"
- 24 16 mm: United Fund "Pre-campaign "Thanks"," undated
- 25 16 mm: United Community Fund "Spelling Spot," undated
- 26 16 mm: United Community Fund "Little Angel," undated
- 27 16 mm: United Foundation Speakers Bureau, "People Are Waiting," 1978

Box 29

- 1 16 mm: United Foundation CFC "You Are My Hero with Chuck Norris," undated
- 2 16 mm: United Way of America "Memories," 1985
- 3 16 mm: United Way: "Volunteer Report," undated
- 4 16 mm: Ford Radio, TV, and Film Department: United Foundation, 9/12/1985
- 5 16 mm: Ford Radio, TV, and Film Department: United Foundation, 9/24/1985
- 6 16 mm: United Foundation Training Film: "Moment of Truth," undated
- 7 16 mm: United Way: "Second Chance," undated
- 8 16 mm: United Foundation: Contact Man Training Film, 1974

United Foundation Communications Department Records

- 9 16 mm: United Foundation: "Share and Share Alike," 1963
- 10 16 mm: United Foundation: "So Many Wonders," 1965
- 11 16 mm: United Foundation: "A Moment that is Always Now," 1968
- 12 16 mm: United Foundation: "Help... Yourself," 1969
- 13 16 mm: United Foundation: "We're All We've Got," 1970
- 14 16 mm: United Foundation: "Hear What People Say," 1971
- 15 16 mm: United Foundation: 1971 Torch Drive TV Spots
- 16 16 mm: United Foundation: "Hands," 1972
- 17 16 mm: "It Happens Every Day," undated

Box 30

- 1 16 mm: "City of Partners," 1952
- 2 16 mm: "All for You," 1954
- 3 16 mm: "Boy with a Knife," 1956
- 4 16 mm: "The Doors You Open," 1959
- 5 16 mm: "The Tenth Challenge," 1959
- 6 16 mm: "Push Back the Shadows," 1960
- 7 16 mm: "Time Out For Jimmy," undated
- 8 16 mm: "The Endless Days," undated
- 9 16 mm: "More Than Fair," undated
- 10 16 mm: "Corporate Solicitation" and "Chapter Solicitation," undated
- 11 16 mm: "Missing Link", 1977
- 12 16 mm: Joe Hudson Film (JLH Priorities), undated
- 13 16 mm: United Way: "Little Boy Lost," undated
- 14 16 mm: United Way: "A Little Miracle," undated

Box 31

- 1 16 mm: Lucas / Roth TV spots, A & B Rolls, undated
- 2 16 mm: United Foundation: 1967 TV Spots, A, B, & C Rolls (workprint)
- 3 16 mm: United Foundation: "The 20 Minute Package," undated
- 4 16 mm: United Way: "Winning Role," undated
- 5 16 mm: WTVS-Channel 56: "Command Performance for Nancy," undated
- 6 16 mm: United Way: "A Kind of Giving," 1981
- 7 16 mm: United Way: "Love is the Answer, Starring Kevin Dobson," undated
- 8 16 mm: United Way: "Special Report," undated
- 9 16 mm: United Way: "One Day in Our Lives," 1976
- 10 16 mm: United Way: "Up Close and Personal," undated
- 11 16 mm: United Way: "Turning Point," 1973
- 12 16 mm: United Way: "Thoughts and Feelings"

Box 32

- 1 16 mm: United Way: "Tomorrow," undated
- 2 16 mm: United Way: "What I Did for Love by Joe Theisman," undated
- 3 16 mm: United Way: "One-On-One Solicitation," 1976
- 4 16 mm: United Way: "America's Heroes," undated

United Foundation Communications Department Records

- 5 16 mm: United Way: Training Film: "What They Say," undated
- 6 16 mm: United Way: "America—One Nation Indivisible" undated
- 7 16 mm: United Way: "You're There," undated
- 8 16 mm: United Way: "Labor and the United Way," undated
- 9 16 mm: United Way: "Detroit Local-----," 1984
- 10 16 mm: United Way: "Corporate Leader," 1975
- 11 16 mm: United Way: "Reaching Beyond," undated
- 12 16 mm: United Way: "Double Life," 1976
- 13 16 mm: United Way: "A Place For Us," undated
- 14 16 mm: United Foundation: "Volunteer Leadership," 1973
- 15 16 mm: United Foundation: 1968 TV Commercials
- 16 16 mm: United Foundation: 1970 Torch Drive TV Spots
- 17 16 mm: United Foundation: 1972 TV Spots
- 18 16 mm: United Foundation: 1976 TV Spots
- 19 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 1
- 20 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 2
- 21 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 3
- 22 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 4
- 23 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 5
- 24 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 6
- 25 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 7
- 26 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 8
- 27 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 9
- 28 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 10
- 29 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Film Reel 11
- 30 16 mm: "Contact Man's Guide to Success" Project Film & Audio, 1974, Audio Reel
- 31 Super 8: 1984 CFD

Box 33

- 1 Super 8: "Long Journey," 1974
- 2 Super 8: "A Point of Decision," 1974

United Foundation Communications Department Records

- 3 Super 8: "Special Report," 1979
- 4 Super 8: "Joe Hudson, Jr." undated
- 5 Super 8: 1977 CFD
- 6 Super 8: "One on One," undated

Box 34

- 1 Super 8: "The Trouble with Eddie Barnes," undated
- 2 Super 8: Leadership Training Film, 1974
- 3 Super 8: "Kermit," (Trade and Types), undated
- 4 Super 8: "First Step," undated
- 5 U-Matic: United Foundation: 1981 PSA: "Thank You," 11/11/1981
- 6 U-Matic: United Foundation: 1978 Torch Drive PSAs
- 7 U-Matic: 1974 Documentary: "The Truth about the Torch Drive," and 1974 TV Spots

Box 35

- 1 U-Matic: United Foundation: 1977 PSAs
- 2 U-Matic: United Foundation: 1980 Torch Drive TV spots and "There's No Excuse," 1980
- 3 U-Matic: United Foundation: 1979 PSAs and Campaign Presentation, 8/20/1979
- 4 U-Matic: United Foundation: 1979 Torch Drive: PSA #1; PSA #2; PSA #3, 5/21/1979
- 5 U-Matic: United Foundation: Top 10 TV Spots / 1985 PSAs, 2/28/1985
- 6 U-Matic: United Foundation: 1981 Torch Drive PSAs, including "What's in a Name?" "Heart," and "Torch Song"
- 7 U-Matic: United Foundation: 1984 PSAs, 8/21/84
- 8 U-Matic: 1988 Torch Drive
- 9 U-Matic: United Foundation: "Reach Out and Touch" Slide show, 8/9/1983
- 10 U-Matic: WXYZ-TV 1985 Focus Group
- 11 U-Matic: United Way of Santa Clara County, TV PSAs starring Ella Fitzgerald, "Put a Little Love in Your Heart," 1985
- 12 U-Matic: MichCon: Carden & Cherry, 8/7/1985
- 13 U-Matic: United Way of Dade County, 1984 TV Campaign
- 14 U-Matic: United Foundation (Boston): "Campaign Case 1986," 9/11/1986

Box 36

- 1 U-Matic: United Way: "Crusade of Mercy," 8 spots, 10/14/1983
- 2 U-Matic: United Foundation, Joe Kurdick, 1988
- 3 U-Matic: United Way TV Commercials: "Little Danny," "Old Woman," "Runaway Girl," 1983
- 4 U-Matic: United Way of Santa Clara County: "Straight from the Heart," 1986
- 5 U-Matic: United Way: "Heart Attack," Rape," "Homeless Man," 1/29/1988
- 6 U-Matic: United Way 1986 PSAs: "From the Heart," "McNamara," Melara," and "Burke"
- 7 U-Matic: United Way: "The Real Story," undated

United Foundation Communications Department Records

- 8 U-Matic: United Foundation 1983 Campaign, 8/25/1983
- 9 U-Matic: United Foundation 1979 Campaign Presentation & PSAs, 8/24/1979
- 10 U-Matic: United Foundation: 1982 PSAs, 8/22/1983
- 11 U-Matic: United Foundation PSA: "Thank You," 1/11/1982
- 12 U-Matic: United Way: "Is Someone There?" 4/23/1982
- 13 U-Matic: United Way: "Hopes & Dreams," Chicago, 6/23/1983
- 14 U-Matic: United Way: "The Personal Story," 5/19/1982

Box 37

- 1 U-Matic: United Way Communications Contest, 1984
- 2 U-Matic: United Foundation "Fisher Body," 1984
- 3 U-Matic: United Foundation Radio & TV Reports, "Torchliting Ceremony," 1979
- 4 U-Matic: United Foundation WJBK-TV2, "Torchliting Ceremony," 1979
- 5 U-Matic: Dayton Hudson Department Store, "United Way," 1984
- 6 U-Matic: United Foundation '79 Torch Drive Ross Announcement, Apr. 1979
- 7 U-Matic: United Way/Crusade of Mercy "Mr. Wilkins Takes the Pledge," 1989
- 8 U-Matic: United Foundation "Heart - Thank You," 1985
- 9 U-Matic: United Foundation "1987 PSA's"
- 10 U-Matic: United Way "NFL 1982"
- 11 U-Matic: WDIV4 "Time to Care Presentation, 1989
- 12 U-Matic: United Foundation "1985 Presentation Copy"
- 13 U-Matic: United Foundation "Combo," "Dance," & "Cook," 1988

Box 38

- 1 U-Matic: United Foundation "United Way MTV Spot," 1987
- 2 U-Matic: United Foundation "Name Change Campaign," 1989
- 3 U-Matic: United Foundation "Year Round Spots," 1985-1986
- 4 U-Matic: United Foundation WDIV - TV4 "Homeless Series Dub," undated
- 5 U-Matic: United Foundation "The Way of Love," undated
- 6 U-Matic: United Way "Lions," undated
- 7 U-Matic: United Foundation "Public Service Spots," 1986
- 8 U-Matic: unmarked
- 9 U-Matic: United Way, "Dad," "Grad," "Wedding," etc., 1990
- 10 U-Matic: United Foundation "Year Round PSA's," 1986-1987
- 11 U-Matic: United Foundation "Best of Local PSA's Assembly," 1987
- 12 U-Matic: United Foundation "1986 Torch Drive PSA's"
- 13 U-Matic: United Way "NFL Spots Detroit," undated

Box 39

- 1 U-Matic: United Way "NFL Spots," 1985
- 2 U-Matic: United Way "NFL 1986 Detroit - Steve Mott"
- 3 U-Matic: United Foundation "Heart - Thank You," 1988
- 4 U-Matic: United Foundation "The Promise of Love," 1987
- 5 U-Matic: United Foundation "Thank You PSA," 1987
- 6 U-Matic: United Foundation "The Thanks You Get," & "I Speak Loud," 1986

United Foundation Communications Department Records

- 7 U-Matic: United Foundation, "PSA #2," undated
- 8 U-Matic: United Way, "'88 Ad Campaign TV Spots"
- 9 U-Matic: United Foundation "A Matter of Pride," undated
- 10 U-Matic: United Foundation, "Baseball," "Alzheimers," "Alone," 1989
- 11 Umatic: United Way "Just a Dream Away," undated
- 12 U-Matic: United Foundation, "Camp," "Gadgets," "Homeless," etc., 1988
- 13 U-Matic: United Foundation "What a Difference," 1984

Box 40

- 1 U-Matic: United Foundation "TACOM CFC Campaign," undated
- 2 U-Matic: United Foundation "1988 Presidential Message"
- 3 U-Matic: United Foundation "Good Sign," & "Photograph," 1987
- 4 U-Matic: United Foundation "American Film House Spots," undated
- 5 U-Matic: United Foundation "Through the Eyes of Love," 1985
- 6 U-Matic: United Way "Help," & "Flame," 1989
- 7 U-Matic: United Foundation "Greatest Love of All," 1986
- 8 U-Matic: United Way, "Shopping - The Advertising Council," undated
- 9 U-Matic: United Way, "UWA Long Range Planning - A Future Renaissance," undated
- 10 U-Matic: United Foundation "United Spirit, We Know You Care," 1988
- 11 U-Matic: United Foundation "Ross Roy - Torch Song," 1980
- 12 U-Matic: United Foundation, untitled, 1985
- 13 U-Matic: "Promise," undated

Box 41

- 1 U-Matic: United Foundation "What a Difference a Day Makes," 1985
- 2 Umatic: United Foundation "Real Heroes," undated
- 3 U-Matic: United Foundation "1984 Campaign"
- 4 U-Matic: United Way "Thank You Spot," 1983
- 5 1" Video Reel: United Way, "Home Movies," 1990
- 6 1" Video Reel: United Foundation, "Substance Abuse," 1986
- 7 2" Video Reel: United Foundation, Wheelchair, "Betty," "Sports," etc., 1986
- 8 2" Video Reel: United Foundation, "TV Spot," & "Film Tag," 1982
- 9 2" Video Reel: United Foundation, "Even if," "Handicapped Girl," "Visiting Nurse," etc., 1982
- 10 1" Video Reel: United Foundation, untitled, Film 1, 1990 reel 1
- 11 1" Video Reel: United Foundation, untitled, Film 1, 1990 reel 2
- 12 1" Video Reel: United Foundation, untitled, Film 1, 1990 reel 3

Box 42

- 1 1" Video Reel: United Foundation, untitled, Film 2, 1990
- 2 1" Video Reel: United Foundation, "Quarrel," "Chances," "Crisis," 1987
- 3 1" Video Reel: United Foundation, "Medical Research," "Abused," "Homeless," etc., 1987
- 4 1" Video Reel: United Foundation, "Tim," "Without Your Help," etc., 1986
- 5 1" Video Reel: United Foundation, untitled, 1986

United Foundation Communications Department Records

- 6 2" Video Reel: United Foundation, untitled, 1987
- 7 2" Video Reel: United Foundation, untitled, 1981
- 8 1" Video Reel: United Way "Environmental Scan Video," 1990, A Roll
- 9 1" Video Reel: United Way "Environmental Scan Video," 1990, B Roll
- 10 2" Video Reel: United Foundation, animation of Heart, 1981
- 11 2" Video Reel: United Way of Michigan WILX-TV "Detroit Tags," undated

Box 43

- 1 1" Video Reel: United Way "Making a Difference," CEO Film, 1990, Version 1
- 2 1" Video Reel: United Way "Making a Difference," CEO Film, 1990, Version 2
- 3 1" Video Reel: United Way "Information & Referral" & "Volunteering: Road to Glory," 1987
- 4 1" Video Reel: United Foundation, untitled, 1984
- 5 1" Video Reel: United Foundation, "Thank You," 1986
- 6 1" Video Reel: United Foundation, untitled, 1986
- 7 2" Video Reel: United Foundation, "Torch Drive," 1982
- 8 1" Video Reel: United Foundation, "Road to Tomorrow," 1986

Box 44

- 1 1" Video Reel: United Foundation, logo layoff, undated
- 2 1" Video Reel: United Foundation, untitled, 1984
- 3 2" Video Reel: United Foundation, "Slide Show," revised, 1983
- 4 2" Video Reel: United Fund "Draw Me a Circle," 1977
- 5 2" Video Reel: United Foundation "What's in a Home," 1981
- 6 1" Video Reel: United Foundation "Brighter Future," 1987
- 7 1" Video Reel: United Foundation, end tags, male & female, 1987
- 8 1" Video Reel: United Way "UW CEO Program," 1989
- 9 1" Video Reel: United Way "Payton," "Defilippi Family," "Literacy," & "ABC's," 1991
- 10 1" Video Reel: United Way "Changing Lives the United Way," 1989
- 11 1" Video Reel: United Foundation, "Your Contribution," "Elderly," "The Pen," etc., 1985
- 12 1" Video Reel: United Foundation, "United Fund - Child Abuse Spot," 1987
- 13 1" Video Reel: United Foundation "Flicker," "Appeal," & "Thank You," 1984
- 14 1" Video Reel: United Foundation, "United Fund - Flame," 1983
- 15 2" Video Reel: United Foundation "Torch Drive PSA #2," 1979
- 16 1" Video Reel: United Foundation, "Marge," "Sidney," & "Karen," 1984
- 17 1" Video Reel: United Foundation, various, "Torch Drive," 1985

Box 45

- 1 1" Video Reel: United Foundation, music layoff "Blue Lavender," 1985
- 2 1" Video Reel: United Way of Greater St. Louis, untitled, 1981
- 3 1" Video Reel: "1984 Capital Fund Campaign"
- 4 1" Video Reel: unmarked
- 5 1" Video Reel: unmarked
- 6 1" Video Reel: unmarked

United Foundation Communications Department Records

- 7 1" Video Reel: unmarked
- 8 35 mm: "U.F. PSA," undated
- 9 D2 Tape: United Way "Payton & Maggie," 1990
- 10 D2 Tape: United Way "1990 PSA's Year-Round"
- 11 D2 Tape: United Way, dissolves, 1990
- 12 Cassette Tape: United Foundations "1987 PSA's"
- 13 Cassette Tape: United Way, "Spelling Test," "Medical Exam," etc., 1989
- 14 Cassette Tape: United Foundation "1988 WJR Torch Drive PSA's"
- 15 Cassette Tape: United Way "Torch Drive Endorsements," 1991
- 16 Cassette Tape: "1991 Torch Drive"
- 17 Cassette Tape: "Thank You," 1990
- 18 Cassette Tape: "United Way PSA's," 1990
- 19 Cassette Tape: unlabeled, undated
- 20 Cassette Tape: United Foundation "Thank You," 1986
- 21 Cassette Tape: United Way "1990 United Way PSAs for WJR"
- 22 Cassette Tape: United Foundation "1986 Torch Drive"
- 23 Cassette Tape: United Foundation "1978 Torch Drive"
- 24 Cassette Tape: United Foundation, "1987 Torch Drive Campaign"
- 25 Cassette Tape: United Way "1990 Torch Drive"
- 26 Cassette Tape: United Foundation "BBDO" Radio Spots, undated
- 27 Cassette Tape: United Foundation "United We Can Make a Difference - 1988 UF Torch Drive Theme Song"
- 28 Cassette Tape: United Way "1989 Torch Drive Campaign"
- 29 Cassette Tape: "Give a Little Piece of Your Heart," undated
- 30 Cassette Tape: United Foundation "Name Change," 1989
- 31 Cassette Tape: WXYZ "Tell 'Em You're From Detroit," 1984
- 32 Cassette Tape: United Way "Year Round PSA," 1991
- 33 Cassette Tape: United Foundation, "Camp," "Homeless," "Food," etc., 1988
- 34 Cassette Tape: United Foundation "1977 Torch Drive"
- 35 Cassette Tape: United Foundation "Heart Disease," "Cancer," "Problems," etc., undated

Box 46

- 1 35 mm: G.T.A. Work Print, undated
- 2 3" Audio Reel: United Foundation "1972 Torch Drive Campaign Spots", reel 1
- 3 3" Audio Reel: United Foundation "1972 Torch Drive Campaign Spots", reel 2
- 4 5" Audio Reel: United Way of America, "NFL PSA - Fred Scott," 1980
- 5 5" Audio Reel: United Way "1990 Year Round"
- 6 5" Audio Reel: United Way, "1.8 Million," "90 Cents," "Tri-County," etc., 1992
- 7 10" Audio Reel: United Foundation "Tony Richardson," 1984
- 8 10" Audio Reel: United Foundation, untitled 1260, 1984
- 9 10" Audio Reel: United Foundation, untitled 1384, 1984
- 10 10" Audio Reel: United Way "NFL 1978 "Our Town II"
- 11 10" Audio Reel: United Foundation "Annual Meeting Slide Show," 1986

United Foundation Communications Department Records

- 12 5" Audio Reel:: United Foundation "1966 Torch Drive"
- 13 5" Audio Reel:: United Foundation "1967 Torch Drive"
- 14 5" Audio Reel:: United Foundation "1968 Torch Drive"
- 15 5" Audio Reel:: United Foundation "1970 Torch Drive"
- 16 5" Audio Reel:: United Foundation "1971 Torch Drive"
- 17 5" Audio Reel:: United Foundation "1971 Torch Drive Radio Spot Announcements"
- 18 5" Audio Reel:: United Foundation "1972 Capital Fund"
- 19 5" Audio Reel:: United Foundation "1972 General Spots"
- 20 5" Audio Reel:: United Foundation "1973 Torch Drive"
- 21 5" Audio Reel:: United Foundation "1975 Torch Drive"
- 22 5" Audio Reel:: United Foundation "1975 Thanks"
- 23 5" Audio Reel:: United Foundation "1976 Torch Drive"
- 24 5" Audio Reel:: United Foundation "1976 Loericchio Vitale"
- 25 5" Audio Reel:: United Foundation "1979 Torch Drive"
- 26 5" Audio Reel:: United Foundation "1979 PSA's"
- 27 5" Audio Reel:: United Foundation "1978 PSA's"
- 28 5" Audio Reel:: SFX - Fireworks (Launch & Explosion), undated
- 29 5" Audio Reel:: United Foundation "1980 Torch Drive"
- 30 5" Audio Reel:: United Foundation "1982 PSA's"
- 31 5" Audio Reel:: United Foundation "Gov. Milliken," 1981
- 32 5" Audio Reel:: United Foundation "1983 PSA's"
- 33 5" Audio Reel:: United Foundation "1981 PSA's"
- 34 5" Audio Reel:: United Foundation "1984 PSA's"
- 35 5" Audio Reel:: United Foundation "1985 PSA's" reel 1
- 36 5" Audio Reel:: United Foundation "1985 PSA's" reel 2
- 37 5" Audio Reel:: United Foundation "1988 Year Round PSA's"
- 38 5" Audio Reel:: United Foundation "Anderson," undated
- 39 5" Audio Reel:: United Foundation "Goalbusters" 1984
- 40 5" Audio Reel:: United Foundation "All Radio," 1985
- 41 5" Audio Reel:: United Way Radio "1990 Year Round Campaign"
- 42 5" Audio Reel:: United Foundation "General Appeal," undated
- 43 5" Audio Reel:: United Way "I Do," "Forever," "Lil," etc., 1990
- 44 7" Audio Reel:: United Way, Castorm, Camera A1B1, undated
- 45 7" Audio Reel:: United Way, Castorm, Camera A2B2, undated
- 46 7" Audio Reel:: United Way, Castorm, Camera A3B3, undated
- 47 7" Audio Reel:: United Way, Castorm, Camera A4B4, undated
- 48 7" Audio Reel:: United Way, Castorm, Camera A5B5, undated
- 49 7" Audio Reel:: United Way, "Fighting Illiteracy," 1991
- 50 7" Audio Reel: United Foundation "Introduction, Objectives, Campaign Elements," 1987
- 51 7" Audio Reel: United Foundation "Campaign Countdown," 1987
- 52 7" Audio Reel: United Foundation "Campaign Profiles," 1987

United Foundation Communications Department Records

- 53 7" Audio Reel: United Foundation "Honor Awards Criteria, Close," 1987
- 54 7" Audio Reel: United Foundation, Music Edits Tape #1-4, 1987

Box 47

- 1 2" Video Reel: 1973 Torch Drive Documentary
- 2 16 mm: "Contact Man...," 1977