

**United Foundation Operations Department Records**

36.5 linear feet (36 SB, 1 MB)

1962-1993, bulk 1979-1992

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Finding aid written by Dallas Pillen on December 22, 2014.

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**Accession Number:** UR002535

**Creator:** United Foundation

**Acquisition:** Acquired from the United Foundation in multiple installments in 1991, 1992, 1994, and 1997.

**Language:** Material entirely in English.

**Access:** Collection is open for research.

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**Related Material:** Reuther collections: United Community Services, United Foundation, and United Way collections.

**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**

Walter Laidlaw established the United Foundation in 1948 through the merger of the Detroit Community Chest and other Detroit charitable organizations. The goal of the United Foundation was to centralize fund raising efforts and generate mass fund raising campaigns, such as the Torch Drive, which was first held in 1949. The United Foundation was closely affiliated with the United Community Services of Metropolitan Detroit, and became affiliated with the national United Way organization beginning with the United Way's conception in 1970. The organization retained the name United Foundation until 1989, at which time it changed its name to the United Way for Southeastern Michigan to better reflect its association with the national United Way. It was known as such until its merger with the United Community Services in 1995, at which point it became known as the United Way Community Services. The United Foundation's Operations Department administered the internal operations of the United Foundation, including daily operations, communications between departments, and initiatives to improve the internal operation of the Foundation, rather than its relationship with community agencies and other external agents.

The United Foundation Operations Department Records consists of correspondence, reports, meeting minutes, forms, evaluations, and other paper materials documenting the operational functions of the United Foundation and many of its component departments. The materials span the tenures of two Operations Department directors, John E. Hall and James A. Ridge, with the bulk of the materials relating to the department under the direction of Ridge. The collection contains reference files on United Foundation agencies and initiatives, as well as materials relating primarily to the organization's Administration and Communications Departments.

**Important Subjects:**

**Important Names:**

Hall, John E.  
Ridge, James A.

**Arrangement**

The collection is arranged into 2 series. Series 2 is further arranged into four subseries.

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: John E. Hall Files, 1968-1981 (Box 1-4)**

**Series 2: James A. Ridge Files, 1962-1993 (Box 4-37)**

**Subseries A: Alphabetical Files, 1962-1993 (Box 4-24)**

**Subseries B: Communications Files, 1979-1993 (Box 24-31)**

**Subseries C: Administration Files, 1981-1990 (Box 31-35)**

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- 27 Top Campaign Leadership Meeting, 1992
- 28 Top 17 Agencies, 1992
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- 30 UCS, Boardwalk, 1992
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- 32 UCS, Correspondence
- 33 UCS, Summer Programs, 1992
- 34 United Health Organization, 1992
- 35 UWA, Ad Message Strategy, 1992
- 36 UWA, Advertising, 1992
- 37 UWA, Annual Report
- 38 UWA, Coercion Policy, 1992
- 39 UWA, Comlink, 1992
- 40 UWA, Comlink, 1991
- 41 UWA, Conferences, 1992
- 42 UWA, Films, 1992
- 43 UWA, Films, 1991
- 44 UWA, General Correspondence, 1992
- 45 UWA, Ideagram, 1992
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- 47 UWA, Mobilizing a Caring America, 1992
- 48 UWA, Mobilization of Children, 1992
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- 50 UWA, Project Blueprint, 1992
- 51 UWA, Public Affairs Committee, 1992
- 52 UWA, Public Policy Committee, 1992
- 53 UWA, Sales, 1992
- 54 UWA, Second Century Initiative
- 55 UWA, Spirit of America Awards, 1992
- 56 UWA, Standards of Excellence, 1992
- 57 UWA, Subpoena Information, 1992
- 58 UWA, Success by 6, 1992
- 59 UWA, Tax Treatment of Corporate Sponsorship/Donor Recognition, 1992
- 60 UWA, Teleconferences, 1992
- 61 UWA, Washington in Review, 1992
- 62 UWM, 1992
- 63 UWM, Public Affairs, 1992
- 64 UWM, Public Policy, 1992
- 65 UWM, Tax Legislation, 1992
- 66 United Way of Oakland County, 1992
- 67 United Way of Oakland County, Project Blueprint, 1992
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- 70 United Way Volunteer Council, 1992
- 71 Volunteer Leadership, 1992
- 72 Volunteer Leadership Conference, 1992
- 73 Volunteer Recommendations, 1992

- 74 Volunteer Recognition Book, 1992
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- 88 Agencies, Environment Services, 1993
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- 91 American Institute of Philanthropy, 1993
- 92 American Red Cross, 1993
- 93 American Stone-Mix, Inc., 1993
- 94 The Atlas Project, 1993
- 95 BBDO Detroit, 1993
- 96 Black United Fund, 1993
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- 98 Boy Scouts, 1993
- 99 Campaign and Administrative Costs, 1993
- 100 Campaign Cabinet, 1993
- 101 Campaign Forum, 1993
- 102 Campaign Workshops, 1993
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- 12 Detroit Edison Foundation, 1993
- 13 Detroit Institute for Children, 1993
- 14 Detroit Lions, 1993
- 15 Detroit News Insert, 1993
- 16 Detroit News Special Section, 1993
- 17 Detroit News Wish List, 1993
- 18 Earned Income Credit, 1993
- 19 Emergency and Stabilization Fund, 1992
- 20 Employee Campaign Kickoff, 1993
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- 40 Honor Award Luncheon, 1993
- 41 Hudson's, 1993
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- 44 Information Systems Plan, 1993

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- 60 Mazda Senior TPC, 1991
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- 62 Michigan Non Profit Forum, 1993
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- 64 National Rifle Association, 1993
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- 66 National Society of Fund Raising Executives, 1993
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- 68 New Detroit, 1993
- 69 Pacesetter Campaign, 1993
- 70 Plymouth Community United Way, 1993
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- 74 Ross Roy, 1993
- 75 Salvation Army, 1993
- 76 Selection Committee, 1993
- 77 Service Statistics, 1993
- 78 Shaping the Future Seminar, 1993
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- 87 Tribute Fund, 1993
- 88 Union Endorsement Letter, 1993
- 89 UCS, Boardwalk, 1993
- 90 UCS, Correspondence, 1993
- 91 United Health Organization, 1993
- 92 United Way and Youth, 1993
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- 94 UWA, Campaign Stats, 1993
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- 96 UWA, Dues, 1993
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- 5 UWA, Jump Start, 1993
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- 7 UWA, Market Research, 1993
- 8 UWA, Marketing and Communication Study, 1993
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- 10 UWA, NCL Program, 1993
- 11 UWA, Presidential Message, 1993
- 12 UWA, National Corporate Leadership Program, 1993
- 13 UWA, Public Affairs Committee, 1993
- 14 UWA, Releases, 1993
- 15 UWA, Services Survey, 1993
- 16 UWA, Statistics, 1993
- 17 UWA, Study of Marketing and Communications, 1993
- 18 UWA, Success by 6, 1993
- 19 UWA, Volunteer Projects, 1992
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- 21 UWM, 1993
- 22 UWM, Public Affairs, 1993
- 23 UWM, State Conference, 1993
- 24 United Way Volunteer Council, 1993
- 25 Volunteer Director Liability, 1993
- 26 Volunteers, Correspondence, 1993
- 27 Volunteer Leadership Coalitio of Greater Detroit, 1993
- 28 UWA, Volunteer Leadership Conference, 1993
- 29 Volunteer Opportunity Guide, 1993
- 30 Volunteer Profile, 1993

- 31 Volunteer Recommendations, 1993
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- 43 Editor's Kit, 1981
- 44 Editor's Kit, 1979
- 45 Advertising Campaign and Committee
- 46 Communications, Target Objectives, 1982
- 47 Magazine Advertising
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- 49 Editor Meeting and Correspondence, 1983
- 50 Editor Meeting and Correspondence, prior to 1982
- 51 Electronic Media, 1983
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- 55 Newspaper Sponsorship, prior to 1982
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- 7 Communications Contest
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- 16 Outdoor Boards, 1984
- 17 Promotion Group Committee, 1984
- 18 Radio Chairman Groups A and B, 1984
- 19 Radio Contact Groups A and B, 1984
- 20 Speakers Bureau, 1984
- 21 Tour and Exhibit, 1984
- 22 Memos from James A. Ridge to Communications Department, 1985
- 23 Correspondence Typed for Communications Department, 1986
- 24 Correspondence to Communications Department from James A. Ridge, 1986
- 25 Collateral Material, 1986
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- 28 Idea File
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- 30 Magazines Advertising, 1986
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- 33 Specialty Advertising, 1986
- 34 Ambassador Contest, 1985
- 35 Ambassador Contest, 1986
- 36 Appeal Film, 1986
- 37 Cable Television
- 38 Campaign Headquarters, 1986
- 39 Campaign Material, 1986
- 40 Campaign Kickoff, 1986
- 41 Capital Fund Campaign Film, 1986
- 42 Communication Audits
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- 44 Communications Committee Subcommittee Steering, 1984-1985
- 45 Communications Contest, 1985
- 46 Communications Survey
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- 51 Creative Committee, 1986
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- 11 Marketing Plan, 1985
- 12 Marketing Workshop, 1986
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- 16 Newspaper Articles
- 17 Camp Fire Articles
- 18 Newspaper Insert, 1985
- 19 Newspaper Insert, 1986
- 20 Newspaper Placement, 1986
- 21 Letter to Mr. Louis Weil, III, 1986 August 5
- 22 Newspaper Rates
- 23 Newspaper Sponsorship, 1985
- 24 Newspaper Sponsorship Committee Meeting, 1985 June 26
- 25 Newspaper Sponsorship Chairman's Briefing, 1985 May 31
- 26 Newspaper Sponsorship, 1986
- 27 Newspaper Sponsorship Committee Meeting, 1986 July 21
- 28 Newspaper Sponsorship Chairman's Briefing, 1986 June 30
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- 30 Promotion Group, 1985
- 31 Promotion Preview Meeting, 1985
- 32 Promotion Preview, 1986
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- 34 Group A Radio Chairman, 1986
- 35 Group B Radio Chairman, 1986
- 36 Report Luncheons - Torch Drive, 1985
- 37 Report Luncheon, 1986

- 38 Speakers Bureau, Sample Talks, Case Histories
- 39 Speakers Bureau, 1985
- 40 Speakers Bureau Kickoff Luncheon, 1985
- 41 Speakers Bureau, 1986
- 42 Speakers Bureau, In Company, 1986
- 43 1984 Speakers Bureau Information Meeting, 1984 June 18
- 44 Speakers Bureau, 1984
- 45 Speakers Bureau Training Manual, 1986
- 46 Special Events, 1985
- 47 Talent, 1986
- 48 Talent Committee
- 49 Thank You Campaign, 1986
- 50 Torch Drive General Chairman, 1986
- 51 Torch Drive Fact Sheet, 1986
- 52 Torch Drive Fact Sheets
- 53 Torch Drive Interviews/Shows
- 54 Torchlighter, 1983
- 55 Torchlighter, 1985
- 56 Torchlighter, 1986
- 57 Torchlighters (People)
- 58 Torchlighting Ceremony, 1985
- 59 Torchlighting, 1986
- 60 Tour Programs, 1986
- 61 Victory Dinner, 1985
- 62 Victory Dinner, 1986
- 63 Year-Round Employee Communication, 1986
- 64 Year-Round Communications Program, 1985
- 65 Year-Round Communications Roundtable Meeting, 1986 August 28
- 66 Year-Round Communications Roundtable Evaluation, 1986 August 28
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- 68 Advertising Councils, 1987
- 69 Advertising Sponsorship, 1987
- 70 Advertising Structure, 1987
- 71 Ambassador Contest, 1987
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- 1 Cable TV Chairman's Briefing, 1986 July 14
- 2 Campaign Material, 1987
- 3 Campaign Newsletter, 1987
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- 7 Communications Committee Meeting, 1987
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- 9 Communications Contest, 1987
- 10 Communication Contest, 1986
- 11 Communications, 1987
- 12 Communications Kit, 1986
- 13 Cultivation Calls, 1987
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- 15 Drug Campaign, 1987
- 16 Electronic Signs, 1987
- 17 Editor Meeting and Correspondence, 1987
- 18 Essay Contest, 1987
- 19 Film Evaluation Forms, 1987
- 20 Film Research, 1985
- 21 Interviews, 1987
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- 23 Magazine Sponsorship, 1986
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- 25 Media Plan, 1986
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- 31 Payroll Stuffer, 1987
- 32 Photo Contest, 1987
- 33 Promotion Preview Meeting, 1987
- 34 Promotional Ideas, 1987
- 35 Public Relations, 1987
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- 37 Report Luncheon, 1987
- 38 Speakers Bureau, 1987
- 39 Possible Speakers, 1987
- 40 Speakers Bureau Training Manual, 1985
- 41 Special Events, 1987
- 42 Thank You Campaign, 1987
- 43 Torch Drive, Correspondence, 1987
- 44 Torch Drive, Correspondence, 1986
- 45 Torch Drive, Promotion Group, 1987
- 46 Torch Repairs, 1987
- 47 Torchlighters, 1987
- 48 Possible Torchlighters, 1987

- 49 Torchlighting Ceremony, 1987
- 50 Tour and Exhibit, 1987
- 51 Year-Round Communications Program, 1987
- 52 Year-Round Poster, 1987
- 53 Advertising Group and Campaign, 1988
- 54 Advertising - Other Cities, 1988
- 55 Advertising Selection Meeting, 1988
- 56 Advertising Speech, 1988
- 57 Appeal Film, 1988
- 58 Areawide Communications, 1988
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- 60 Cable Television, 1988
- 61 Campaign Material, 1988
- 62 Campaign Newsletter, 1988
- 63 Cheers Button, 1988
- 64 Communication Directors
- 65 Communications Committee Meetings, 1988
- 66 Communications Contests, 1988
- 67 Communications/Marketing Roundtable, 1988
- 68 Communicator's Kits, 1988
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- 73 Electronic Signs, 1988
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- 77 High School Editors Contest, 1988
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- 79 Media Plan, 1988
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- 84 Newspaper Articles, 1988
- 85 Newspaper Articles Responses for 1988 Torch Drive
- 86 Newspaper Inquiries, 1988
- 87 Newspaper Insert, 1988
- 88 Newspaper Sponsorship, 1988
- 89 Photo File, 1988
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- 91 Posters, 1987
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- 93 Press Wire, 1987
- 94 Print Production, 1984
- 95 Promotion Evaluation - Torch Drive, 1988
- 96 Promotion Preview Meeting, 1988
- 97 Promotional Ideas, 1988
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- 100 Television Stations, 1988
- 101 Communications Seminars, 1988
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- 103 Signage Program, 1987
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- 105 Speakers Bureau, 1988
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- 4 Torchlighter Newsletter, 1988
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- 7 Torchlighter Newsletter, 1982
- 8 Torchlighter Newsletter, 1981
- 9 Torchlighter Newsletter, 1980
- 10 Torchlighter Newsletter, 1979
- 11 Torchlighter Newsletter, 1978
- 12 Torchlighter Newsletter, 1977
- 13 Torchlighter Newsletter, 1976
- 14 Torchlighters, 1988
- 15 Torchlighting Ceremony, 1988
- 16 Tour and Exhibits, 1988
- 17 TV Simulcast, 1988
- 18 Video Production, 1987
- 19 Torch Drive, Victory Dinner, 1988
- 20 Victory Dinner, 1987
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- 26 Advertising, 1988
- 27 Advertising, 1987
- 28 Advertising, 1988
- 29 Advertising, 1987
- 30 Advertising, 1986
- 31 Advertising Specialty, 1989
- 32 Advertising Sponsorship, 1989
- 33 Advertising Campaign and Committee, 1989
- 34 Appeal Film, 1989
- 35 Areawide Communications, 1989
- 36 Bumper Stickers, 1989
- 37 Cable Television, 1989
- 38 Campaign Newsletter, 1989
- 39 CEO Film, 1989
- 40 Collateral Material, 1989
- 41 Collateral Material, 1988
- 42 Communications Contest, 1989
- 43 Creative
- 44 Agency Communications
- 45 Media Relations
- 46 Communication Task Force, 1985
- 47 Communicators Advisory, 1989
- 48 Cultivation Calls, 1989
- 49 Dateline, 1989
- 50 Editors Kit, 1989
- 51 Editors' Meetings/Correspondence, 1989
- 52 Electronic Media Group, 1989
- 53 Electronic Signs, 1989
- 54 Employee Programs, 1989
- 55 Evaluations - Communications, 1989
- 56 Film Evaluation Forms, 1989
- 57 Film Industry, 1989
- 58 Films/Slides, 1989
- 59 Magazine Sponsorship, 1989
- 60 Magazine Sponsorship, 1988
- 61 Media Analysis, 1989
- 62 Media Monitor, 1989
- 63 Media Recommendations, 1989
- 64 Media Training, 1989

- 65 Newspaper Ads, 1989
- 66 Newspaper Editors, 1989
- 67 Newspaper Insert, 1989
- 68 Newspaper Personnel, 1989
- 69 Newspaper Sponsorship, 1989
- 70 Newspaper Stories, 1989
- 71 Outdoor Boards, 1989
- 72 Photo File, 1989
- 73 Poster Display, 1989
- 74 Posters, 1989
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- 76 Promotion Evaluation, 1989
- 77 Promotion Group Committee, 1989
- 78 Promotion Group Committee, 1988
- 79 Promotion Volunteer, Past Years
- 80 Promotion Preview Meeting, 1989
- 81 Promotion Ideas, 1989
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- 85 Signage Program, 1989
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- 5 Torch Drive, Correspondence, 1989
- 6 Torch Drive, General Chair Evaluation Meeting, 1989
- 7 Torch Drive Progress Reports, 1989
- 8 Torchlighter Newsletter, 1989
- 9 Torchlighters (People), 1989
- 10 Torchlighting Ceremony, 1989
- 11 Tour and Exhibit, 1989
- 12 Year-Round Employee Communication, 1989
- 13 Year-Round Education Forum, 1989
- 14 Torch Drive Final Report, 1989
- 15 Torch Drive Final Report, 1988
- 16 Torch Drive Final Report, 1987
- 17 Correspondence to Government Officials, 1990
- 18 Originals, 1990

- 19 Originals, 1989
- 20 1212 News, 1990
- 21 Campaign Newsletter, 1990
- 22 Channel 7 WXYZ, 1990
- 23 Communication Kits, 1990
- 24 Communication Kits, 1991
- 25 Communications Contest, 1990
- 26 Communicator's Kits, 1989
- 27 Electronic Media Group, 1990
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- 29 Film Evaluation Forms, 1990
- 30 Newspaper Ads, 1990
- 31 Newspaper Editors, 1990
- 32 Newspaper Sponsorship, 1990
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- 36 Promotion Group Committee, 1990
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- 38 Speakers Bureau, 1990
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- 40 Special Promotions Group Chair Briefing Meeting, 1990
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- 42 Television Stations, 1990
- 43 Torch Drive Fact Sheet, 1990
- 44 Torch Drive Final Report/Goal
- 45 Torch Drive, Correspondence, 1990
- 46 Torch Drive General Chair, 1990
- 47 Torchlighter Newsletter, 1990
- 48 Torchlighters (People), 1990
- 49 Torchlighting Ceremony, 1990
- 50 Year-Round Employee Communication, 1990
- 51 Year-Round Education Forum, 1990
- 52 Collateral Material, 1991
- 53 1212 News, 1991
- 54 Advertising Campaign and Committee, 1991
- 55 Advertising Specialty, 1990
- 56 Advertising Sponsorship Chairman's Briefing Meeting, 1990
- 57 Ambassadors - Detroit, 1991
- 58 Appeal Film, 1991
- 59 Cable TV, 1991
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- 61 Campaign Newsletter, 1991
- 62 Campaign Promotion, 1991
- 63 Channel 7 WXYZ, 1991
- 64 CEO Presentation, 1991
- 65 Collateral Material, 1991
- 66 Communications Contest, 1991
- 67 Communicator's Kits, 1991
- 68 Communicator's Update, 1991
- 69 Cultivation Calls, 1991
- 70 Electronic Media Group, 1991
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- 7 Thank You Ideas
- 8 Torch Drive Final Report/Goal, 1991
- 9 Torch Drive Correspondence, 1991
- 10 Torch Drive General Chairman, 1991
- 11 Promotion Chairman, 1991
- 12 Torchlighter Newsletter, 1991
- 13 Torchlighter People, 1991

- 14 Torchlighting Ceremony, 1991
- 15 Workshops, 1991
- 16 Year-Round Employee Communications, 1991
- 17 Year-Round PSAs
- 18 Advertising - Creative Strategies, 1988
- 19 Collateral Material, 1992
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- 26 Collateral Material, 1992
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- 30 Communications Contest, 1992
- 31 Communicator's Update, 1992
- 32 Coupon Ad, 1991
- 33 Cultivation Calls, 1992
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- 35 Electronic Media Group, 1992
- 36 Films/Slides, 1992
- 37 Magazine Ads, 1992
- 38 Magazine Sponsorship, 1992
- 39 Media Analysis, 1992
- 40 Media Contacts, Torch Drive, 1992
- 41 Media Problems, 1992
- 42 Media Interviews, 1992
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- 44 Newspaper Insert, 1992
- 45 Newspaper Insert, 1992
- 46 Newspaper Sponsorship, 1992
- 47 Photo File, 1992
- 48 Radio and TV Spots, 1992
- 49 Solicitation Training, 1991
- 50 Speakers Bureau, 1992
- 51 Special Events Group, 1992
- 52 Special Promotions Group Chair, 1992
- 53 Torch Drive Fact Sheet, 1992
- 54 Torch Drive Fact Sheet, 1991
- 55 Torch Drive, Correspondence, 1992

- 56 Farmer Jack Promotion, 1988-1989
- 57 Farmer Jack Promotion, 1988
- 58 Promotion Chairman, 1992
- 59 Torchlighter Newsletter, 1992
- 60 Torchlighter (People), 1992
- 61 Year-Round Advertising, 1992
- 62 Year-Round Communications, 1988
- 63 Borman/Wegman Lottery, 1988-1989
- 64 General Motors, 1994-1995 (1 of 2)
- 65 General Motors, 1994-1995 (2 of 2)
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- 67 Name and Symbol Task Force, 1988
- 68 Name and Symbol Task Force Meeting, 1985 December 3
- 69 Name Change, 1985-1988
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- 73 Name and Symbol Change Implementation Briefing Book, 1987 May 6

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- 11 Press Release, 1993
- 12 Radio and TV Spots, 1993
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- 33 Information and Referral, 1980
- 34 1981-1983
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- 36 Top Corporate Leadership Meeting, 1980 July
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- 15 1982 June
- 16 1982 October
- 17 1982 November
- 18 1982 December
- 19 Correspondence, 1980-1981

- 20 Correspondence, 1982
- 21 Correspondence, 1983
- 22 Memos from James A. Ridge to Communications Department, 1983
- 23 Interoffice Correspondence, 1982
- 24 Interoffice Correspondence, 1983
- 25 Memos from James A. Ridge to Communications Department, 1984
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