



ArchivesSpace

Guide to the United Way for Southeastern Michigan Scrapbook Collection UR002668

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English

Describing Archives: A Content Standard

Walter P. Reuther Library

5401 Cass Avenue

Detroit, MI 48202

URL: <http://reuther.wayne.edu>

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Summary Information

Repository:	Walter P. Reuther Library
Creator:	United Way for Southeastern Michigan
Creator:	United Foundation (Detroit, Mich.)
Creator:	Community Chest of Metropolitan Detroit
Creator:	War Chest of Metropolitan Detroit
Title:	The United Way for Southeastern Michigan Scrapbook Collection
ID:	UR002668
Date [inclusive]:	1929-1950
Date [bulk]:	bulk
Physical Description:	8 Linear Feet (8 OS)
Physical Location:	4W-I-8(1-2), 4W-C-8(6), 4W-C-8(1)
Language of the Material:	English
Language of the Material:	Material primarily in English.
Abstract:	<p>Walter Laidlaw established the United Foundation in 1948 through the merger of the Detroit Community Chest and other Detroit charitable organizations that had traditionally combined fund raising efforts. The goal of the United Foundation was to further centralize those efforts, and to 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 it's associated 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 until a final merger with the United Way of Oakland County returned it once more to the title of United Way for Southeastern Michigan. This collection consists of nineteen scrapbooks from the early years of the United Foundation and it's predecessor, the Detroit Community Chest. The bulk of the included material consists of forms and correspondence utilized during fund raising campaigns. Other</p>

publicity materials are also included, however, including materials from the Community Chest's Women's Committee, newspaper advertising, street and car signs, and posters. Of particular note is a large array of fashion advertising from the 1940s, featuring the "red feather campaign" stamp, as well as a variety of wartime posters featuring appeals for donations to both soldiers and the civilians of various war-torn regions.

Citation Style

"The United Way for Southeastern Michigan Scrapbook Collection, Box [#], Folder [#], Walter P. Reuther Library, Archives of Labor and Urban Affairs, Wayne State University"

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History

Walter Laidlaw established the United Foundation in 1948 through the merger of the Detroit Community Chest and other Detroit charitable organizations that had traditionally combined fund raising efforts. The goal of the United Foundation was to further centralize those efforts, and to 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 it's associated 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 until a final merger with the United Way of Oakland County returned it once more to the title of United Way for Southeastern Michigan.

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Scope and Content

This collection consists of nineteen scrapbooks from the early years of the United Foundation and it's predecessor, the Detroit Community Chest. The bulk of the included material consists of forms and correspondence utilized during fund raising campaigns. Other publicity materials are also included, however, including materials from the Community Chest's Women's Committee, newspaper advertising, street and car signs, and posters. Of particular note is a large array of fashion advertising from the 1940s,

featuring the “red feather campaign” stamp, as well as a variety of wartime posters featuring appeals for donations to both soldiers and the civilians of various war-torn regions.

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Arrangement

Folders are listed by their location within each box. They are not necessarily arranged, so any given subject may be dispersed throughout the entire collection.

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Administrative Information

Publication Statement

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Acquisition

This material was donated to the Reuther in a series of installments in the 1980s and 1990s, by the United Foundation and its later incarnations.

Processing History

Processed and finding aid written by Kris Kniffen on December 16, 2015.

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.

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Related Materials

Related Materials

Reuther collections: United Way, United Foundation, United Community Services, and United Way for Southeastern Michigan collections.

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Controlled Access Headings

- Campaign paraphernalia
- Advertising
- Charity organization
- Women in charitable work
- War posters
- World War, 1939-1945
- Advertising --Fashion
- United Way for Southeastern Michigan
- United Foundation (Detroit, Mich.)
- Community Chest of Metropolitan Detroit
- War Chest of Metropolitan Detroit

Other Access Aids

Finding aid also available as a pdf file. <https://www.reuther.wayne.edu/files/UR002668.pdf>

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United Way for Southeastern Michigan Scrapbook Collection

Box 1

- 1 Detroit Community Fund Campaign Forms, 1935-1936
- 2 Detroit Community Fund Campaign Forms, 1936-1937

Box 2

- 1 Detroit Community Fund Campaign Forms, 1937-1938
- 2 Detroit Community Fund Campaign Forms, 1938-1939

Box 3

- 1 Detroit Community Fund Campaign Forms, 1940-1941
- 2 Detroit Community Fund/War Chest of Metropolitan Detroit Campaign Forms, 1939-1943

Box 4

- 1 War Chest of Metropolitan Detroit Campaign Forms, 1942-1943
- 2 War Chest of Metropolitan Detroit Campaign Forms, 1944-1945

Box 5

- 1 Women's Committee of the Detroit Community Chest Campaign Forms, 1935-1938
- 2 Women's Committee of the Detroit Community Chest Campaign Forms, 1943-1944

Box 6

- 1 Community War Chest Campaign Publicity Program, 1945

Box 7

- 1 Community Chest Campaign Publicity Program, 1946
- 2 Audit Division Procedures and Forms, War Chest Campaign 1945-1946
- 3 Audit Division Procedures and Forms, Red Feather Campaign 1946-1947
- 4 United Fund First Joint Campaign, 1949
- 5 Detroit Community Fund Campaign, 1929-1930

Box 8

- 1 United Foundation and Community Chest of Metropolitan Detroit Campaign Forms, 1949-1950
- 2 Detroit Community Fund Campaign, 1931-1932
- 3 Detroit Community Fund Campaign, 1932-1933 (1 of 2)
- 4 Detroit Community Fund Campaign, 1932-1933 (2 of 2)