



COMMUNITY CHEST OF PORTLAND IS REDUCED TO BUSINESS BASIS

Record of Last Year Proves to Charity Workers That Great Humanitarian Organization Has Right to Exist Because of Results.

PORTLAND'S Community Chest asks less money for a smaller number of beneficiaries this year than last. Through the operation of the Chest in putting the various agencies on a business basis, duplication of effort has been eliminated and overhead costs reduced.

Officials behind the campaign for Chest funds this week believe this way of handling Portland's charitable enterprises has proved its right to existence because of results. In going out this year, the second year of the Chest and the campaign designed to establish it on a permanent basis, the platform is built upon the record of the last year.

Despite greater demands upon all charitable agencies of the city than ever before, the budget for the Chest this coming year is \$50,000 less than last. Innumerable drives and tag days of former years have been eliminated as an annoying feature of community life and the heavy overhead costs of collecting funds in these various ways have been eliminated altogether.

People ask over and over if it is not better to give to charity direct, but Chest officials point out that in a city the size of Portland well-to-do persons might never come into direct touch with the needy so that they would never hear their cry for help. That is what has made organized charity necessary. The Chest will supply funds to organizations that will reach thousands of poor, sick and neglected persons who could not be helped were it not for the Chest.

Some of the agencies in the Chest are not in direct relief work, either, and some object to giving to their support. Yet the need of this work is just as great. It would seem, in any case, some organizations are devoting their efforts to building better citizenship through developing sound minds, strong bodies and better characters in the younger generation, supplying only a part of the cost of this work.

Each dollar given these institutions that stand for better citizenship means many dollars saved the community for prisons, hospitals and insane asylums. From the community viewpoint, this work is even more important than direct relief of suffering, because it develops men and women who will never need direct charity.

That Chest contributors may know exactly what each agency to which Chest funds are allocated does to justify its place as a beneficiary, Portland's most substantial citizens, who are backing the campaign, have made a brief summary of the work of each. This summary can only indicate the benefits coming from each one, because the complete story would take many newspaper columns.

In a nutshell, each Chest agency does the following things:

Alberta Kier Nursery Home, Twenty-second and Sandy Boulevard.

For babies of unmarried mothers, abandoned mothers and foundlings, from one day to five years of age. A specialist on the diseases of children visits the home daily. Total cared for during year, 172. Number in the nursery home, 72. No normal child is refused admission.

Gaby Home, Waverly, 1064 Woodward Avenue.

Cares for neglected, homeless and dependent orphans from birth to three years of age. Fifty-eight babies in the home. Total cared for in year, 156. Average daily attendance 51. Returned to relatives, 62. Placed in homes during year, 36. On December 31, 1931, there were 52 babies in the home.

Boys' and Girls' Aid Society of Oregon, East Twenty-ninth and Irving Streets.

To receive, care for, to place in family homes for adoption or for care, homeless, neglected or abused children who are mentally and physically normal. During year, 197 girls and 182 outside cases were assisted by time and money.

Jewish Shelter Home, 975 Corbett Street.

For the care of little ones needing temporary shelter. Cared for an average of ten children daily during 1931.

Oregon W. C. T. U. Home.

Farm homes for dependent children.

Portland Fruit and Flower Mission Day Nursery, Tenth and Madison Streets.

In 1931 the nursery was open 206 days, and during that time cared for 18,791 children, an average of 52 a day.

St. Agnes Foundling Asylum, Park Place.

Cared for 183 children during 1931, all under the age of seven years. Some of these children are waifs without a home and no name until they become inmates of the home, when a name is given them. Others have a parent living but who must work and is therefore unable to keep the children, but can pay something toward their support. Some of the children are committed by the court, owing to the incompetence of their natural protectors. Where it is possible these children are placed in families for adoption later on. There are other children, however, who are cared for only until the parent is able to care for them.

St. Mary's Home, Beaverton, Or.

For the care of homeless boys from 6 to 16 years of age. Cared for and fed a total of 225 clothed boys, and the remainder of the number relatives helped to clothe.

Americanization Committee, Public Library.

For the development of better citizenship in Portland through the Americanization of foreigners.

B'nai B'rith, 354 Thirteenth Street.

A social center for the Portland community, for educational, physical, development and social activities.

Six thousand two hundred and forty-

five persons made constant use of all the manifold facilities of the center.

Boys' Scouts, 184 Tenth Street.

Character building and citizen making for boys between the ages of 12 and 18 years. During 1931 2306 boys were guided in various activities by this organization.

Camp Fire Girls, Seventh Floor Meler & Frank's.

For the social, moral and physical development of girls, and the production thereby of better citizenship.

Portland Community Service, 438 Northwestern Bank Building.

This agency is seeking to help solve the problem of making and keeping good citizenship by co-operative efforts in the leisure time field, through a programme of community music, dance, hospitality, recreation, citizenship and neighborhood work. During 1931, 194,553 persons were reached with this programme.

Young Men's Christian Association, Sixth and Taylor Streets.

Serves in various ways more than 25,000 boys and young men each year. More than 200 lines of activities conducted along physical, social, educational and religious lines. Working membership, 5018 boys and young men. Hundreds of committees and club organizations within the association "carry on" in the up-building of Christian character in Portland. Operates the Oregon Institute of Technology, the largest Christian educational institution for young men on the Pacific coast—2040 young men enrolled in 1931.

Young Women's Christian Association, Broadway and Taylor Street.

In 1931 served 3558 members, 12,575 travelers, through the travelers' aid; 3153 room guests, 198,325 in lunch rooms, 2997 through extension department, 7000 in branch associations, 505 in gymnasium (11 gymnasium classes, meeting twice a week), 16,000 in swimming pool, 400,000 general service at main office and filled 4531 positions.

American Jewish Relief Committee.

For the relief of European war victims.

Star East Relief, 613 Stock Exchange Building.

To care for war refugees in the near east. Daily feeds 110,000 war orphans, with 100,000 yet to be cared for. Now has to turn many away to almost certain death. It would take a table 24 inches long to seat the little ones this fund is saving.

Florence Crittenton Home, 856 East Gilliam Street.

For the care of erring girls who may or may not be facing maternity, but who are not incorrigible. Equipped for maternity work for unmarried girls. Regular elementary school work is given. One day is devoted to sewing. There are 10 to 12 physicians who may be called upon at any time for free services.

Louise Home, Barker Road.

Conducted for all girls needing friendship, medical aid and legal or friendly advice, its chief interest being in the unmarried mother, dependent and delinquent girls. When the required time for remaining in the home has expired, suitable employment is found for the girls, and every care given them. While in the home instruction in domestic science, art, high school and commercial courses is given. Total number cared for during year, 131; number dismissed during year, 55; number in the home, September 30, 1931, 46.

Salvation Army Rescue Home (White Shield), Mayfair and Alexandria Streets.

A maternity hospital for unfortunate girls, dependents and delinquents. Cared for a total of 197 girls and 126 babies during 1931.

St. Rose's Industrial School (House of the Good Shepherd), 107 Dekum Avenue.

For the direction and education of delinquent girls and young women.



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Cared for a total of 184 girls during 1931. Had 118 new girls during the year, a daily average of 162.

Oregon Prisoners' Aid Society, 195 Burnside Street.

Reconstructive work for discharged and paroled prisoners, making them into honorable citizens. The funds from Community Chest to aid in this work are in reality an assurance against crime and a protection to all

honorable citizens. During 1931 there were 152 paroled and discharged prisoners cared for, 96 were given legal counsel, the families of 73 were helped, 136 prison and jail meetings were held.

Jeanne d'Arc—Fourteenth and Madison Streets.

Provides room and board, home comforts and environment for the physical, moral and mental welfare of

young women, particularly working girls in moderate circumstances. Free care is given needy girls until employment can be found for them. A total of 800 were cared for during 1931, with a daily average of 146 fed.

People's Institute (Portland Free Dispensary), Fourth and Jefferson Streets.

To work for civic and social betterment and to extend social, educa-

tional, industrial, medical and financial aid to the needy.

Parents' Educational Bureau, Oregon State Parent-Teacher Association, 551 Courthouse.

During 1931, 2644 children between the ages of 6 months and 6 years were registered for eugenic tests. They are examined for any defects which may be remedied while the child is small. Advice is given the

mothers as to the care, feeding, etc., of the child, and also counsel is given to the mother as to the care of her health. Last year 418 pre-natal books issued by the movement and 614 books on infant care were given out. Leaflets are given out daily.

Co-operative Infant Welfare Society of Oregon, Clinic at Neighborhood House, Second and Wood Streets.

For the maintenance of a health clinic to fight the rising death rate among children. During the fiscal year, September 1, 1930, to September 1, 1931, 193 babies were registered. Two clinics each week are being held, in South Portland and Arleta. Physician in charge says \$500 will save a life. Nine children saved last year.

National Safety Council, Oregon Building.

To promote conservation of human life, safety, health and welfare in industries and for the public generally, particularly as related to prevention of accidents, vocational diseases and industrial sanitation. Reached 40,000 school children with definite organized instruction in accident prevention and health preservation. Interested 8000 working men and women in safety work among their fellows. The safety propaganda was impressed personally upon at least 80,000 people.

Portland Free Dispensary (People's Institute), Fourth and Jefferson Streets.

Furnishes free medical care to sick and needy. Affiliated with the medical school of the University of Oregon. Treats on the average 55 cases a day. At the present the average number treated is 70 a day. Treated 16,333 cases during 1931.

Mount St. Joseph Home for the Aged, East Thirtieth and Stark Streets.

Ninety to 100 homeless old people (men and women) were cared for in 1931. Fifty of these are charity patients, 20 of them being absolutely dependent when coming to the home. Remainder have paid certain sums for lifetime care, but in many cases these amounts have been consumed.

Woodmere Old People's Home (Pigrah Home Colony), 7511 Sixty-fourth Avenue Southeast.

For the care of old folk. During 1931 cared for 125. Daily average 38. Meals served 49,025.

Ardenwald Place (Pigrah Home Colony), Tacoma Avenue.

Cares for overflow from Woodmere home. In 1931, cared for an average of 12 daily. Meals given (free), 12,960.

Federated Jewish Societies, B'nai B'rith Building.

A co-operative league to avoid duplication, foster co-operation and provide adequate support.

Women's Benevolent Society, B'nai B'rith Building.

Administers relief to poor and needy women and children. Cared for 120 cases since May, 1931.

Women's Endeavor Society, B'nai B'rith Building.

Maintain a bath house for poor women. Average attendance, 40 a month.

Portland Commons (Pacific Coast Rescue and Protective Society), 195 Burnside Street.

Conducted for homeless men and boys who have strayed from their homes, many of whom are human wrecks. Under practical applied social service, cause and effect of each individual case is studied and survey made, and the new life created therefrom has saved the city and state thousands of dollars. Hands have become useful citizens, and many wayward boys have been returned to the parental roof.

Protective League (Pacific Coast Rescue and Protective Society), 195 Burnside Street.

Conducted for the prevention of sex delinquency, commercial vice and immoral debauchery among boys and girls. Investigated 411 cases last year; 131 of these were sent to the

League home; to other institutions and paroled to parents or guardians, 389. Ninety-eight prosecutions were carried on in court against those responsible for sex delinquency. The League also conducts a domestic relations department for the protection of homes, womanhood and children.

Visiting Nurses' Association, 1019 Spaulding Building.

Organized to benefit those unable to secure skilled attendance in times of illness, to promote cleanliness, to teach proper care of the sick, and to help raise the health standard of the city. During 1931 served thousands of families and paid them 20,848 visits.

Pigrah Home Colony, "Pigrah Heights," Seapooor, Or.

A healthful mountain home for homeless and friendless, of both sexes; the convalescents from hospitals. "The House by the Side of the Road" to all who need. Cared for 173 in 1931. Daily average 36.88 of the unemployed of Portland in December. Served 38,959 meals.

Neighborhood House (Council of Jewish Women), Second and Wood Streets.

A social center. Total attendance for year, 75,381. In November, 1931, 9900 in attendance and 19,000 in December on timely subjects from time to time.

Public Welfare Bureau, 544 Court House.

For the rehabilitation of needy families, 2677 families in 1931 under care. One thousand five hundred and sixty-eight families are now under the care of the bureau.

Red Cross, Platt Building.

Relief of local disabled ex-service men.

Salvation Army, 243 Ash Street.

For charitable and religious work; 15,587 needy persons and 1546 needy families relieved and furnished with meals, beds, rent, groceries, furniture, fuel, garments, employment, transportation, medical aid or Christmas cheer.

South Portland Benevolent Society Building.

Responded to 653 calls for relief during 1931, representing 371 individuals.

Volunteers of America, 414 East Ash Street.

In 1931 cared for 508 families and 2471 individuals. Gave to adults 7294 meals and to children 9281 meals. Purchased beds to 3555 persons and gave out 13,756 garments and shoes.

Winter Relief Committee, City Hall.

For the relief of unemployed sufferers.

Portland Settlement Center, Caruthers Street.

Total for six months, June 15 to December 15, 1931, inclusive: Attendance at girl reserves, 168; general clinic, 597; mothers' meetings, 109; Queen Esther Club of Girls, 109; girls' gymnasium, 59; Boy Scouts, 95; kindergarten, 1676; Sunday school, 210; children were present; Sunday evening preaching service, 344, and at Sunday school 1591.

Catholic Women's League, 28716 Washington Street.

Conducts a lunch and restroom for girls and women, an employment bureau and a relief bureau. Served in 1931, 32,611 girls with meals, 806 girls receiving free meals amounting to \$200. Found employment for 688 girls. Free lodgings given amounted to \$106.90. One hundred and twenty-five girls received medical attention and dental work done at Neighborhood House.

CHEST CRUSADERS PREPARED TO MEET DOUBTING THOMASES AND CONVINCE THEM

Officers Engaged in Drive for Charity Trained in All Features of Work and Ready to Explain Advantages of System to City and to All Concerned.

GENERALS, colonels, captains and lieutenants in the coming Portland community chest campaign, Portland's second annual effort for a consistent, efficient, business-like administration of its charitable and philanthropic enterprises, have been trained during the past week in the outstanding benefits of the chest plan so that they can offer explanations for all doubtful points in the minds of prospective subscribers.

To make it as easy as possible for the solicitor for chest funds to clean up doubts and win contributions, the well-known question and answer method has been adopted. More than 20 questions often asked in some form or other, have been listed with the answers. It is this catechism that forms one of the chief lessons for the officers in the chest campaign forces. "Officers" is right, since there are no private soldiers in the ranks, all wearing proud titles, none being below the rank of lieutenant.

Chief Questions Listed.

Some of the chief questions listed in the catechism are:

What are the chief reasons for the chest?

It saves money. Costs but 6 per cent, while small drives cost 15 per cent.

Saves time. Raises budgets in one week instead of taking 325 days as under the old system.

Saves effort. The chest means one job, one solicitor, one check, instead of 45.

Saves money. The chest prevents

all tag days and other annoying money-raising schemes. Insures justice. The chest estimates worth of each agency and balances value with budgets and gives each agency a just share of the community's support and then weighs each obligation to help fairly.

Public is Protected.

Prevents duplication. The chest eliminates duplication and solicitation and eradicates overlapping of work among the agencies.

Protects the public. The chest records each gift, guards it, gives a receipt and shows where the money goes.

Spreads the burden. The chest raises the number of subscribers to Portland charities from 6000 to 35,000 last year and this year it will increase that number. This means better citizenship.

Secures efficiency. The chest brings campaign efficiency and all-year-round efficiency through central chest office.

Builds community spirit. The chest brings all sects, parties and races together in a common movement for the common good.

May other communities have the chest?

Over 100 cities are using it with great success. Twenty-three millions of dollars were raised last year by the community chests of the United States.

Was last year's chest a success?

Last year's campaign obtained enough money to put the chest principle into practice in Portland and prove its worth to the city. All of

the agencies are delighted with the outcome of the plan and have had the most successful year in their history, being freed from financial worry to better do their jobs. Subscribers are unanimous in their approval of the saving which the chest has made to them in time, money and effort. They have not been approached again by any of the 60 agencies that were in last year's campaign.

How is the amount to be raised determined?

Regular monthly reports, certified by public accountants, were made during 1931 by each chest agency.

These reports were carefully compared with their budgets for the year and the budget granted for 1932 was based on this estimated comparison. In almost all cases reduction of the amount asked last year was found to be possible, which is an immediate proof of the efficiency of community chest supervision.

Gifts May Be Designated.

How will contributions be made this year?

A pledge will be asked from each subscriber to be paid quarterly or monthly. Solicitors are expected to ask 10 per cent of the pledge as first payment whenever possible.

May contributors designate their gifts?

Yes. Contributors may direct any amount or the whole to be applied to any one or more chest agencies. All undesignated gifts will be apportioned to each organization will receive a proportionate share of the full amount subscribed. However, chest

subscribers should not designate, as this increases the cost of administration, which all good citizens desire to minimize.

What assurance is given that designated sums will reach proper agencies?

Every designation will be credited directly to the desired agency. This is guaranteed by the word of honor of the board of directors. Any interested citizen may, at any time, examine the books of the community chest and verify this statement.

How will each agency receive its share?

The chest will distribute to each of the organizations its share of the funds, first, according to its designation; second, in proportion to its budget and according to its needs within the limit of its budget.

Will subscribers to the chest be exempt from further appeals?

There will be no more requests this year from chest organizations for charity. A certificate will be given to each chest subscriber desiring it, which will refer all future requests for charity to the chest board of directors.

Has the chest kept its promises made last year?

Yes. The chest eliminated 59 drives and tag days.

The chest decreased the cost of raising funds from 15 to 4 per cent. It is believed the coming campaign will cut this cost down to 3 per cent.

The chest increased the efficiency of the organizations by providing an audited budget for each, enabling them to devote all of their time to

constructive effort on their particular jobs, to enlarge their activities and to give more for the money.

The chest has done much to eradicate duplication and overlapping. The 60 agencies in last year's chest have been reduced in number to 45.

The chest supervised all expenditures and guaranteed that all funds spent were used for the purpose to which they should have been devoted and for which they were given.

Welfare Depends on Support.

Is personal interest in charitable work lost by contributing to one common fund for all?

None need forego his special interest in any particular philanthropy. The common welfare depends on a generous support for all of them. Why divide the community into classes, each struggling separately to support separately their favorite charities? Why have a pot charity, anyway? It would be as logical for automobilists to pay for our streets, people with children for schools, pedestrians for sidewalks and night owls for street lights after bedtime. Under the community chest plan interest in philanthropies is broadened. You simply substitute for your interest in a small part of community activity an interest in all of it.

Isn't it better to give charity direct?

Unfortunately, this plan will not solve the problem. In a big city like Portland the well-to-do people do not live near the needy, so they do not see their need or hear their cry for help. This is what has made organized charity necessary. The community chest will supply funds to

will be divided between all agencies as follows:

Americanization committee	3,000
Boys' and Girls' Aid society	15,000
Baby Home—Waverly	12,000
Boys' and Girls' Aid society	15,000
Boys' and Girls' Aid society	15,000
Catholic charitable institutions	2,000
Cooperative Infant Welfare society	3,000
Federated Jewish societies, local	45,000
Foremen Criticism Home	2,144
Louise Home	7,500
National Safety Council	41,200
Near East Relief	41,200
Oregon Prisoners' Aid society	2,000
Oregon W. C. T. U. Home	25,000
Pacific Protective League	4,000
Peoples' Educational bureau	9,500
Pigrah Home Colony and Free dispensary	16,000
Portland Commons	1,000
Portland Community Service	10,000
Portland Fruit and Flower Mission	2,000
Portland Settlement Center	2,000
Public welfare bureau	75,000
Red Cross	40,000
Soldiers in Portland	10,000
Salvation Army	22,000
Visiting Nurses' Association	22,000
Volunteers of America	22,000
Women's relief committee	22,000
Women's protective division	22,000
W. C. T. U.	22,000
Y. M. C. A.	22,000
Y. M. C. A., state	22,000
Y. W. C. A., home work	22,000
Y. W. C. A., fourteenth ward work	22,000