

IF YOU'RE AN AVERAGE American with an annual income of about \$5,000, you gave \$225 of it to charity last year. That's more than it cost you to light your house, and over half as much as you spent on your own recreation!

All this makes you the most generous person in the world, even among other income groups in our own country. It also points up what a big business charity has become—and why you should know more about the causes to which you contribute so generously.

In the last 10 years, Americans have doubled their contributions to charity.

In 1956, giving was well in excess of \$6 billion. The Internal Revenue Service lists more than 40,000 organizations for which contributions are income-tax deductible!

Americans contributed much more than money; they contributed time and effort, too—in huge quantities. In 1956, more than 35 million volunteer workers—one out of every five persons—gave time and talent to charitable causes.

According to the American Association of Fund-Raising Counsel, your charity dollar is split up this way: religion, 53 cents; welfare, 20 cents;

health, 13 cents; education, 9 cents; foundations, 3 cents; and others, 2 cents.

Such impersonal figures, however, are not too satisfying to the individual contributor who is beset almost daily with charity appeals—and who contributes to just about all of them! Perhaps you're rightly wondering about such questions as:

How much of my charity dollar goes into administration and promotion expenses of fund raisers? Am I better off to contribute to the Community Chest or the individual charities? Where is the greatest need for help these days

and how can I best contribute to it?

Much has been said about charity rackets and the huge percentages taken off the top by promoters. Without question they exist, but they are the exception rather than the rule. The widespread publicizing of a few racketeering charities has caused some Americans to lose faith in a good many perfectly legitimate and well-administered philanthropic causes.

Any fund drive, for proper supervision, must have some operating expenses. It may help your peace of mind to know they are low in most instances.

Where your charity

If you're an average citizen,
you contribute generously
to many worthy causes;
here's how your money is spent
and where it's needed most.

BY JOSEPH N. BELL

