

# AMERICAN RED CROSS

MIDWESTERN AREA  
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ST. LOUIS, (3) MISSOURI

November 11, 1943

TO Chapter Chairmen  
FROM The Manager  
SUBJECT 1944 War Fund Campaign Plan Book

Attached is a copy of our new 1944 War Fund Campaign Plan Book. It is one of the most carefully prepared fund raising documents we have had, and I am sure your chapter's War Fund Planning Committee will find it an excellent guide in preparing for your coming campaign.

According to the present budgetary estimates, the War Fund goal will be the greatest in Red Cross history. The actual amount will not be determined for several months. However, it is important that your chapter give early thought and planning toward strengthening its War Fund organization. If a War Fund chairman for the coming campaign has been selected for your chapter, will you please advise us of his name, address, and occupation.

We are eager to have this information at an early date, in order that we may send to him a copy of the enclosed Plan Book as well as other information that will be forthcoming from time to time.

Very truly yours,

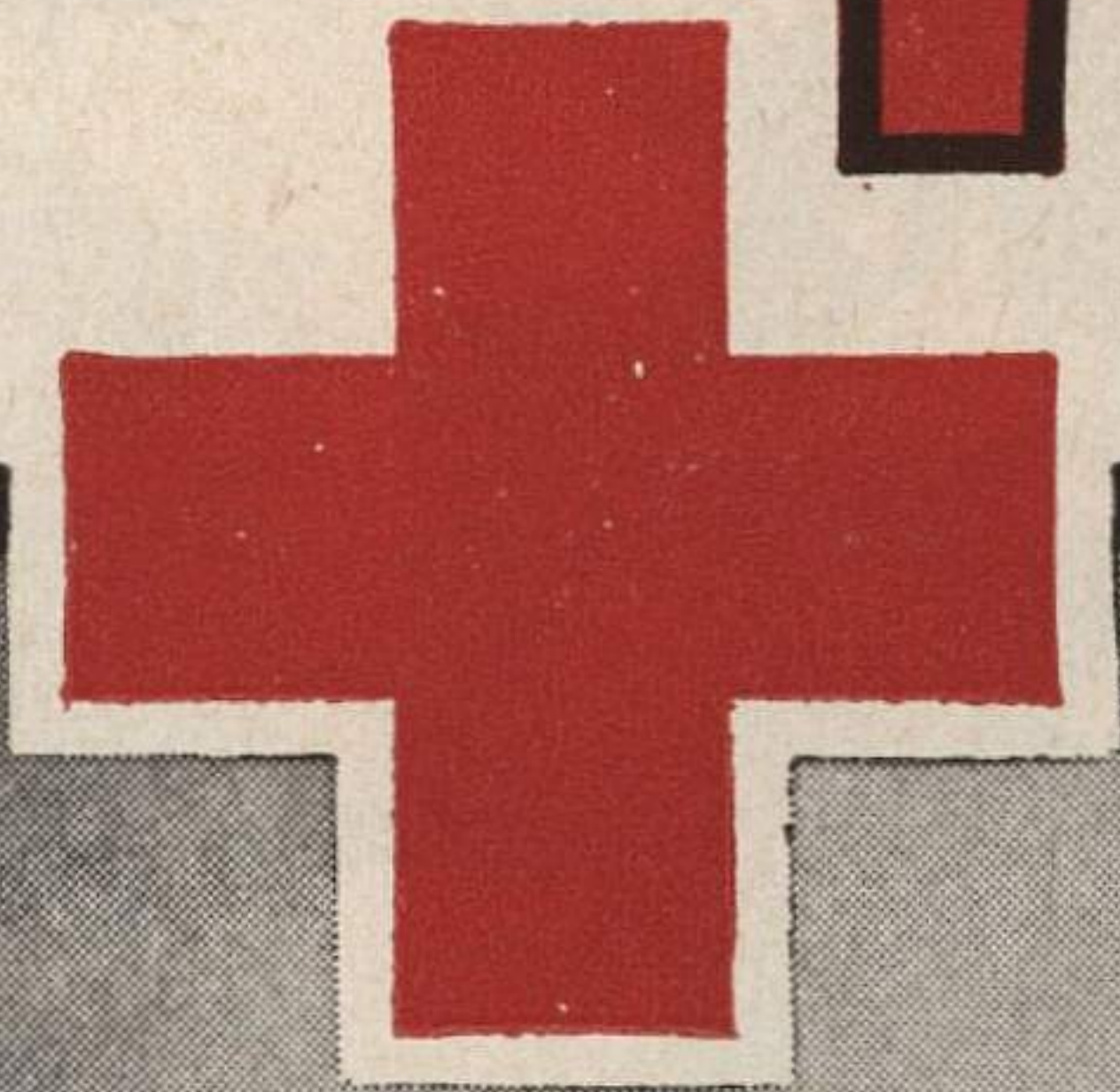
H. F. Keisker  
Manager

Enc.  
Campaign Plan Book

T-820



# Facts



**1944 WAR FUND**





1. Nurse's aide helps disabled soldier try out his hospital crutches. 2. Red Cross field director talks with embarking sailors. 3. Hospital song-fest shortens the convalescent hours. 4. Wounded marine receives plasma from doctor in hospital plane. 5. Red Cross hospital worker serves coffee and sandwiches to army ambulance patients.



# Facts

about the Red Cross



## WAR FUND

MARCH 1-31, 1944

### RED CROSS PERFORMANCE UNDER ITS CHARTER OBLIGATIONS

**T**HE Congress of the United States, in incorporating the Red Cross, imposed certain duties. How the Red Cross organization carries them out is told in this booklet, largely in terms of what was done during the twelve months just preceding the 1944 War Fund. Because of printing time requirements, figures covering the final months are estimated and so round numbers are employed.

As the number of sick, wounded, and disabled men increases, Red Cross services to the armed forces increase in intensity. Demobilization and discharge for disability in their turn bring difficult problems of adjustment with which the Red Cross must help the soldier and the veteran—and their families for many years to come.

THE AMERICAN NATIONAL RED CROSS, WASHINGTON, D. C.





# This CONTENTS SUMMARY may be used as a five-minute talk



THE American Red Cross stood shoulder to shoulder with our fighting forces in the past twelve months and extended more hands to help than could ever be counted. These hands lifted loads of worry and fear—or just plain boredom—from the hearts of men in our military and naval hospitals on land and sea. Red Cross hospital social workers, with understanding skill, resolved worries that retard a man's recovery, while recreation workers and Gray Ladies, with music, movies, games, and banter, relieved homesickness.

Other Red Cross hands assisted discharged, disabled men through readjustment to civilian life—a growing task.

Still other hands offered a quick, competent “lift” to able-bodied soldiers in personal difficulties.

Many extended an American welcome at clubs and other Red Cross facilities to our airmen, soldiers, sailors, marines, coast guardsmen, nurses, and Wacs in foreign lands. Others brought refreshment and entertainment to men at isolated stations by clubmobiles and in aeroclubs.

They helped collect millions of pints of blood for life-saving plasma. They worked at packing those heartening prisoner of war cartons which other Red Cross hands carried, with clothing, medicines, and other necessities, to prison camps in enemy countries.

Many thousands of nurses were recruited by the Red Cross for service in the Army and Navy Nurse Corps. A hundred thousand volunteer nurse's aides served in veterans' and civilian hospitals. Gray Ladies and hospital visitors specialized in bringing cheer to army, navy, and veterans' hospital wards. Dietitian's aides volunteered for civilian hospital work.

Red Cross production workers made hundreds of millions of surgical dressings, knitted sweaters and other comfort articles as officially requested by the armed forces, sewed millions of relief garments, and sewed and packed



millions of kit bags. Quick hands of the Junior Red Cross fabricated comfort articles for camps and hospitals.

Through Red Cross Camp and Hospital Councils, many citizens channeled comfort and recreation aids to our men.

Other hands, after courses of training in 3,756 Red Cross chapters, served tirelessly in the nine corps of Volunteer Special Services. They drove cars, ambulances, and trucks. They served many thousand mass emergency meals to troops and civilians. Home Service workers helped care for the families of the men and women of our armed forces when in financial or other trouble. They worked as utility helpers in Red Cross and other war aid centers.

Other hands reached across the sea through a Red Cross communication system to check the well-being of friends and relatives in enemy-occupied countries.

Millions of Americans were taught first aid and water safety—including army and navy instructors and essential war workers. By hundreds of thousands, women and girls were taught Red Cross Home Nursing, lessening the threat of epidemic, while an expanding nutrition program helped strengthen the home front.

There was readiness to feed and house millions of our people in case of natural disaster. There was the giving of immediate relief when disaster struck, followed by assistance to help restore health, homes, and livelihood.

Clothing and medicines and food by shiploads were distributed to United Nations civilians in distress.

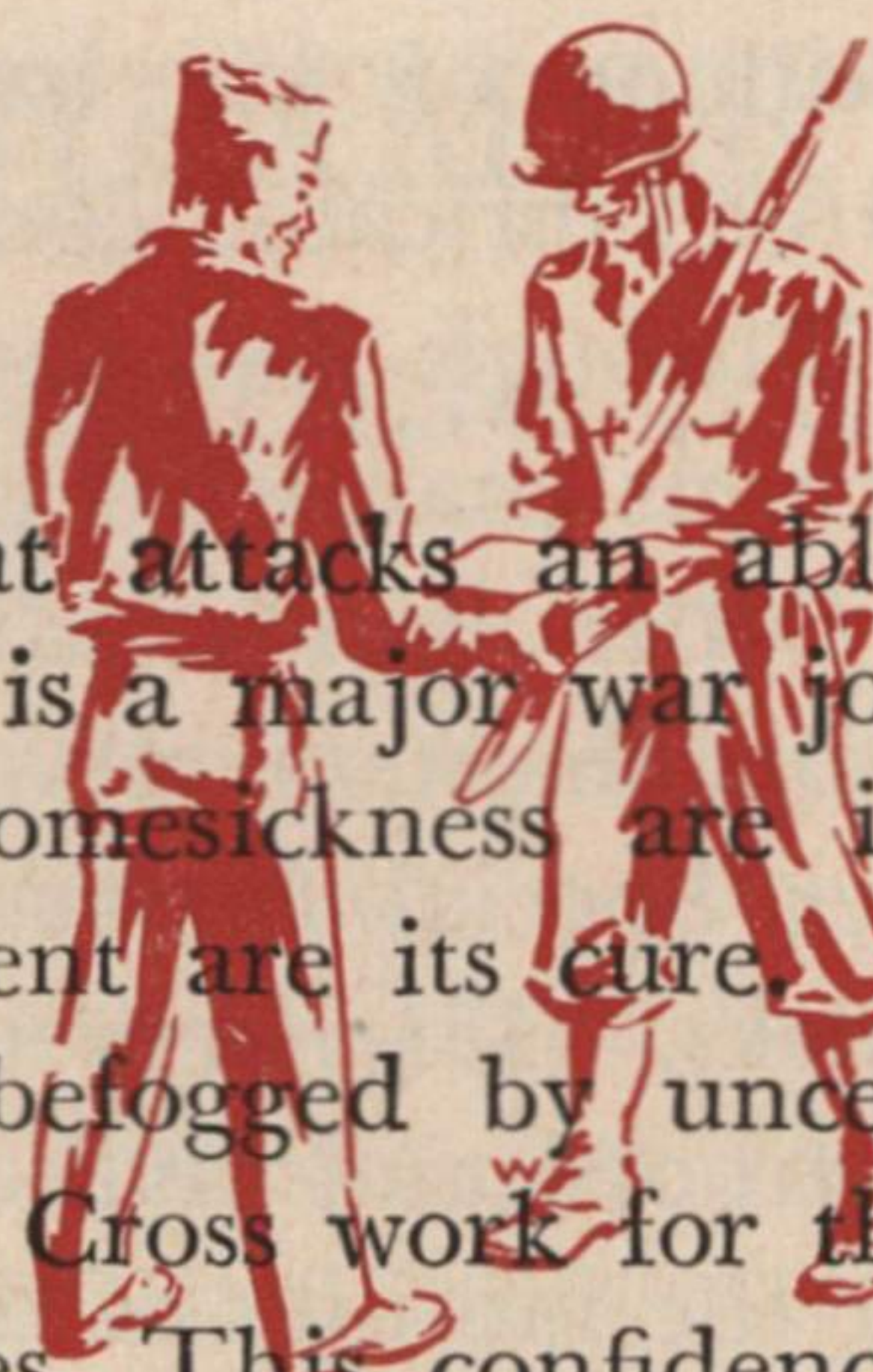
So marched the Red Cross—a people's partnership.

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# YOUR RED CROSS IS AT HIS SIDE



**T**O ward off the despondency that attacks an able-bodied or hospitalized serviceman is a major war job of Red Cross workers. Worry and homesickness are its cause; friendly service and entertainment are its cure.

To create confidence in a future befogged by uncertainty is a companion purpose of Red Cross work for the sick and wounded of our armed forces. This confidence-building work is carried on in military hospitals here and overseas, on hospital transports, in station, general, and convalescent hospitals in this country and through veterans' hospitals to the home grounds of the discharged disabled veteran.

Bolstering the family's morale through aid and information is an integral part of the whole activity.

## RED CROSS FIELD FORCE

During America's second year as a belligerent, several thousand Red Cross men and women workers, carefully recruited and trained for the purpose, were on duty as uniformed civilians, at army camps and naval stations in this country and in theaters of operations the world over.

This field force was made up of business and professional men and women from all walks of life selected for specific duties. In the various areas in this country and abroad Red Cross accountants verified Red Cross expenditures while auditors for the War Department checked all receipts and expenditures as required for congressional review.

## UNITED STATES HOME FORCES

Backing them up in this country, as a ground crew, were an executive staff and millions of volunteer workers engaged in a wide variety of allied and vital occupations. Primary among these were the Blood Donor and local Home Service staffs. Equally vital and most numerous were the chapter Production Corps members who supplied surgical dressings and knitted articles and other comforts for the men and women of the armed forces.



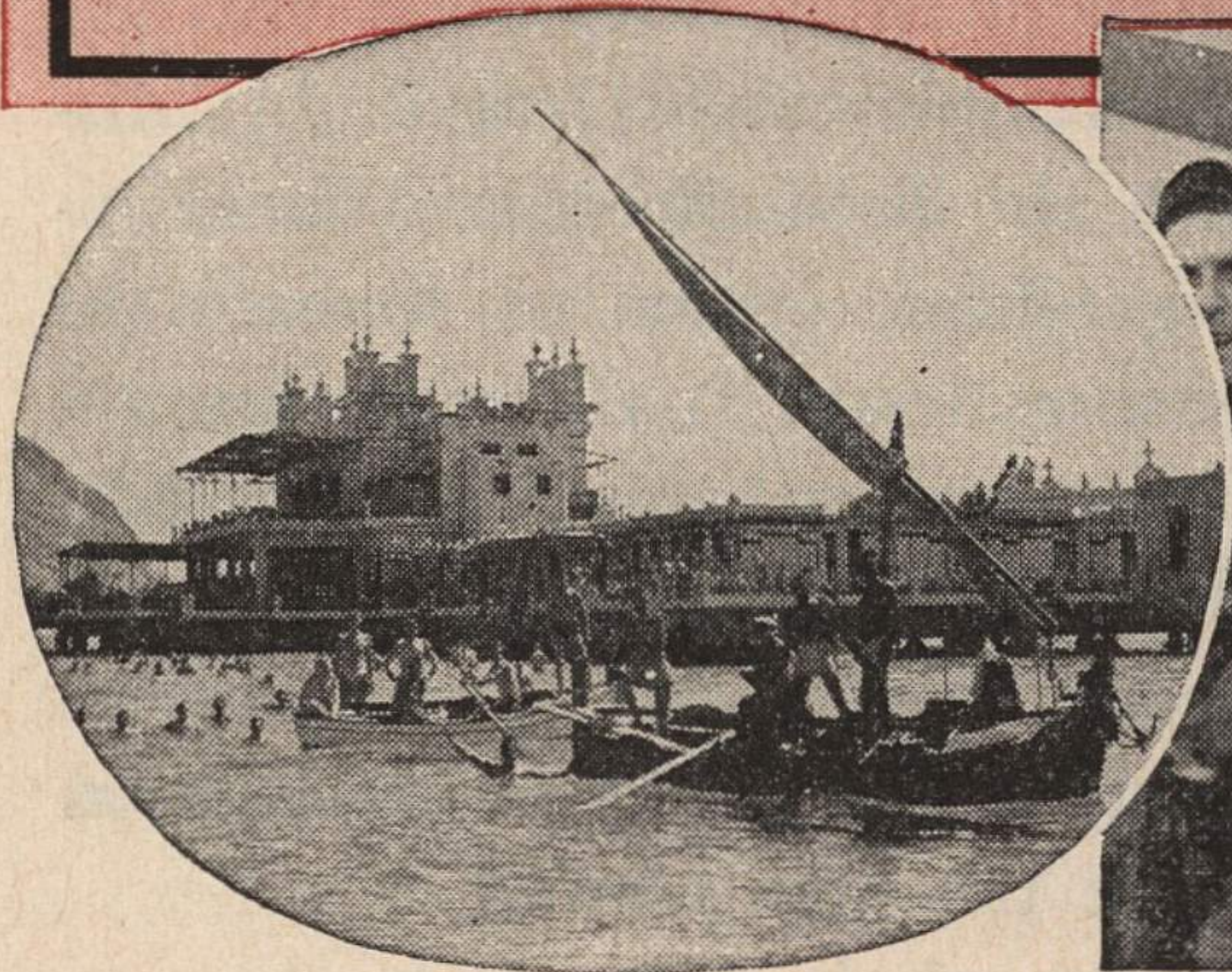
## TELEGRAPHIC SUMMARY

### SERVICES TO THE ARMED FORCES

Servicemen or their families assisted*:	by camp and hospital workers 3,800,000, by chapters 2,500,000
Clubs and recreation centers overseas †	.....350
Clubmobiles in operation overseas †	.....85
U. S. camp headquarters buildings (built and building) †	.....180
Army-navy hospital recreation buildings furnished †	.....245
Sunrooms in military hospitals furnished †	.....2,300
Camp and Hospital Councils and Committees †	.....225
Recreation events in camps and hospitals*	.....135,000

\*Mar. 1, 1943—Feb. 29, 1944

†As of Feb. 29, 1944



### EQUIPMENT REQUIRED

Equipment ran the gamut from large buildings to hospital bed rests. It included: service buildings erected by the Red Cross at army camps in the United States; Red Cross recreation buildings provided by the Army or Navy in hospital zones and equipped by the Red Cross with pianos, radios, motion picture projectors, pool tables, and other game equipment and comfortable furnishings; arts and skills materials and tools, movie projectors, radio head sets, bed rests—for use in hospital wards; recreation huts built by the Army and the Red Cross and furnished by the Red Cross at lonely airfields and outposts; buildings leased and remodeled by the Army and equipped by the Red Cross with special furnishings, for use as Red Cross clubs overseas; clubmobiles—motor vans and trucks—with coffee and music-making and picture-projection equipment provided by the Red Cross; furniture and entertainment equipment for United States dayrooms supplied by the Red Cross Camp and Hospital Councils.



### FRIENDLY SERVICE

Red Cross service to the men and women of our armed forces on active duty encompassed a great variety of welfare activities related to the man's life as an individual.

It concerned his personal troubles, his leisure time, and his comfort.

Major among all was work designed to cope with conditions causing the man to worry. Whether the worry arose from adjustment of the individual to military life or the common, day-by-day human difficulties, the Red Cross field force was prepared to listen attentively and act promptly. Frequently the trouble was cleared by discussion of the problem with the field director. When approved by his commanding officer, grants or loans were made to meet a man's pressing needs. If the situation involved other persons, satisfactory settlement of the difficulty was sought. If trouble or the fear of trouble at home caused worry, a telegram or cable to the Home Service staff in the local Red Cross chapter brought prompt action and a quick report to relieve the man's mind.

These home troubles ran the whole range of human experience—childbirth, sickness, injury, death, loss of family income, loss or damage to home, trouble with the law, marital difficulties.

At the request of a commanding officer, the Red Cross confirmed home conditions for his decision on discharge or furlough.



Caring for the families of soldiers and ex-servicemen in distress and in any crisis where they might request aid was a paramount duty of Home Service, whose workers were available 24 hours a day in the 3,756 local Red Cross chapters. If required, immediate financial help was given. Or the facts were referred to the public or private agency in the community organized to give the special type



of assistance the circumstances demanded. Often the request for aid was made direct to the chapter by the family, at times short-circuiting trouble before it could worry the soldier.

### COMMUNICATION SERVICE

The Red Cross under special circumstances helped countless relatives of servicemen establish contact with men in the field when other means failed. As authorized by medical officers, it supplemented military communications regarding the seriously sick and wounded, and gave the family additional details about a man's illness or death.

Home Service lessened the strain of war for relatives of servicemen and other civilians by transmitting through the International Red Cross Committee messages and inquiries to and from persons in enemy or occupied countries. Greetings and family information were exchanged; illnesses, marriages, and deaths were reported; missing persons were located.

### HOSPITAL SERVICE

As an adjunct of the Medical Departments of the Army and Navy, as prescribed by congressional charter and their regulations, the Red Cross was active in military and naval hospitals in the United States and in all theaters of operations.

Red Cross hospital workers saw the wounded soldier or sailor as soon as he was evacuated from the field of battle. They gave assistance to the men in maintaining communication with their families. They resolved worries caused by personal difficulties which threatened to retard recovery. Above all they helped crippled men face the future confidently; in group and individual discussions they gave knowledge of the extensive benefits offered by federal and state governments—pensions, vocational training, and opportunities for future employment in civil life.

In the wards volunteer Gray Ladies here and Red Cross staff aides overseas talked with patients, wrote their letters, did shopping and other errands, played games, or read aloud—and made the clock tick faster. Other workers gave



diverting instruction in arts and crafts, developing interesting hobbies for the patients' permanent enjoyment.

In Red Cross recreation houses at station, general, and convalescent hospitals, concerts, movies, stage shows, song-fests and organized games helped relieve the boredom of convalescence.

As the year advanced, about 10,000 Hollywood feature shows a month were screened in American and overseas military hospital wards, by portable sound projectors, and more than 2,500 a month in Red Cross hospital recreation buildings, using theater-size projection machines.



Servicemen about to be discharged for disability were interviewed by Red Cross hospital personnel and helped in filing their pension claims. If they expressed a desire for continued Red Cross assistance following discharge, they were given the address of the home-town chapter and informed that it was prepared to represent them in connection with their applications for veterans' benefits.

In Veterans Administration regional offices, field directors followed through on cases entrusted to the Red Cross to obtain required evidence and secure prompt decision on claims.

#### COMFORTS

To men as they came out of the lines Red Cross workers gave cigarettes. They gave comfort articles to men upon embarkation, and again as needed behind the lines, in base camps and in all hospitals. A comb, a toothbrush, a razor, even a button and needle and thread, had an enormous morale value to a man miles from his accustomed corner store. Millions of kit bags were made and packed by Red Cross workers back home. Red Cross sweaters and other wool comfort articles were provided upon requisition of commanding officers. At Christmas time, Red Cross gift packages—razor blades, gum, candy, cigarettes—were given.



Dayrooms in American camps were furnished comfortably and supplied with recreation equipment by Red Cross Camp and Hospital Councils.

### **RED CROSS CLUBS**

At the request of the Army, the Red Cross operated many clubs overseas where American soldiers might find the comfort and friendliness of home. These buildings, attractively furnished and staffed with Red Cross recreation and other workers, became the mecca for men in need of relief from the monotony and rigors of army life. Good American dishes and hotel service, including comfortable beds with sheets, were offered at prices below cost, the charge being made at the Army's request. No charge was ever authorized by the Red Cross for any other service or supplies.

Reading, writing, and game rooms, movies and dances, sightseeing trips, picnics, fishing trips, golf matches, theater parties were provided. The club also arranged for the men to visit nearby homes. As our armies advanced, new clubs were opened in cities in new areas.

Aeroclubs—Red Cross huts at air bases—and camp clubs, overseas, gave a touch of home. "Traveling recreation huts" called clubmobiles, manned by young women recreation workers, provided coffee, doughnuts, and music or motion pictures for men at isolated posts overseas.

As fighting became more intense, rest homes where men might recuperate were established by the Army and staffed by Red Cross hospital and recreation workers.

### **RECREATION FOR THE ABLE-BODIED**

To the Army and Navy overseas, in emergencies, the Red Cross supplied recreation equipment for able-bodied soldiers and sailors, such as motion picture projectors and athletic goods. Its men recreation workers overseas contributed their services as called upon by authorized officers. As the situation required, the Red Cross aided in producing shows with local vaudeville performers or talented servicemen, many of them former professionals of stage, radio, and screen.



# BLOOD BROTHERHOOD



As war took greater toll of our armed forces, blood plasma became an ever more indispensable aid in the medical and surgical treatment of our wounded fighters.

Today it can be reported that approximately six million pints of American blood have been given since the Red Cross Blood Donor Service was established three years ago at the request of the Medical Departments of the Army and Navy.

How many thousands of lives have been saved by plasma cannot be stated. But Major General Norman T. Kirk, Surgeon General, United States Army, declared that plasma ranked first as the foremost life-saver in North Africa. Rear Admiral Ross T. McIntire, Surgeon General, United States Navy, announced that only one percent of navy personnel wounded in the South Pacific died, thanks in large part to plasma.

Millions of additional blood donations are required in 1944, and continued public cooperation will meet the demand, despite its astronomical proportions. A significant development of the past year was the steady increase in group recruitment. By departments and by whole plants, business and industrial workers responded. Clubs, societies, and churches



## TELEGRAPHIC SUMMARY

### BLOOD DONOR SERVICE

Pints of blood requested from the Red Cross by the U. S. Army and Navy since February 1941 †.....	11,000,000
Pints of blood donated*.....	5,000,000
Approximate weekly donation rate (as of 12/1/43).....	100,000
Centers in operation †.....	35
Mobile Units in operation †.....	63

\*Mar. 1, 1943—Feb. 29, 1944

†Estimated, as of Feb. 29, 1944



formed their own groups to donate blood. Regularity of donation, high-lighted by the formation of Gallon Clubs, contributed heavily to the final score.

During the year, four new blood donor centers were added to those located in the other 31 cities which are near enough to laboratories for the processing to begin within the required 24-hour time limit. The number of mobile units increased from 39 to 63, extending the privilege of giving to hundreds of additional cities and towns.

## THAT MEN MAY LIVE

**N**OT since the first Red Cross workers succored the wounded on the battlefield itself, in the days when the organization was first founded in 1864, have military nurses been so greatly needed as today.



The recruitment and selection of nurses for the Army and Navy Nurse Corps is a Red Cross function.

Response to American Red Cross appeals for nurses made through official recruiting stations in large chapters across the nation met a need unparalleled in history.

The problem—in the acute manpower sphere—was complicated by the necessity to interrupt long-established relationships of nurses as members of hospital organizations or other integral parts of the community's health machinery. This problem was eased by general recognition of army and navy needs as a master priority. This is a self-imposed priority, for the nurses voluntarily enrolled in the Red Cross War Reserve from which the Army and Navy Nurse Corps filled their requirements month by month.

A war-born Red Cross Student Reserve enrolled seniors in schools of nursing for military duty after graduation.

Back of the War Reserve were the First and Second Reserves of nurses. These served as called upon by the Red Cross in case of disaster and epidemics, as instructors of home nursing and volunteer nurse's aides and for nonmilitary duty outside the country. Many of these were nurses who came from retirement for full- or part-time duty to help in the nursing crisis.



During the past year an average, each month, of 425 Red Cross public health nurses assisted with the care of the civilian population. Forty-five of that number served in camp communities on an emergency and supplementary basis, providing bedside nursing, prenatal, maternity, and infant care for the wives of soldiers and sailors.

### HOME NURSING

Face to face with the shortage of doctors and nurses, and moved by the instinct to protect their homes, women and girls on a mass scale qualified for Red Cross Home Nursing certificates after a course of study. Taught by many thousands of graduate nurses and home economists, the students learned to give simple bedside care to sick loved ones, and to promote family health through prevention of illness, and proper sanitation and food. This informal home guard also has encouraged community health and helped protect the nation against the threats of wartime epidemics.

## TELEGRAPHIC SUMMARY

### NURSING SERVICE

Chapters having major Recruitment Committees†	343
Nurses enrolled†	87,700
Nurses enrolled*	27,600
Nurses assigned to Army and Navy†	50,000
Home nursing certificates issued*	400,000

\*Mar. 1, 1943—Feb. 29, 1944

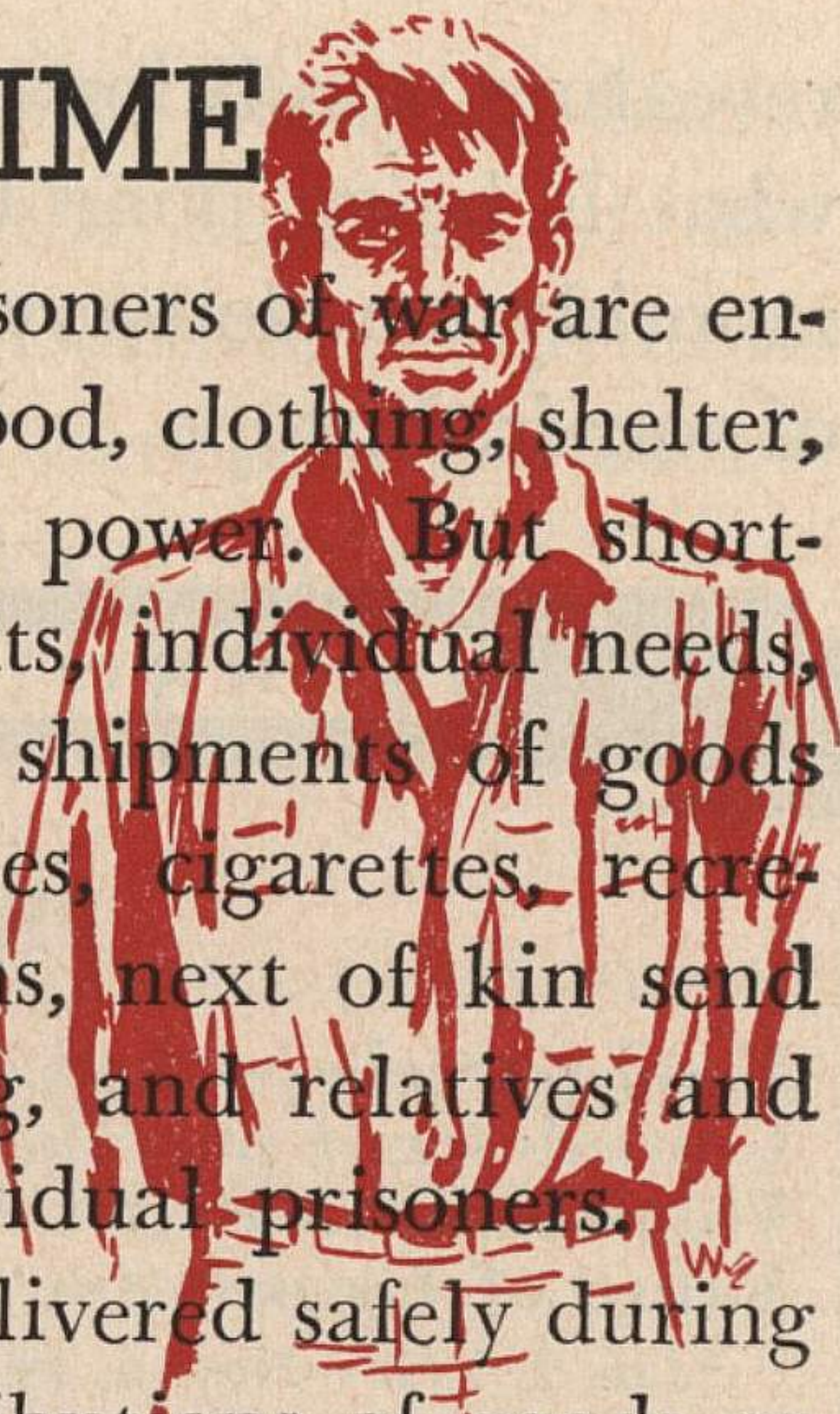
†As of Feb. 29, 1944





## MEN WHO MARK TIME

**T**HANKS to treaties, American prisoners of war are entitled to fair treatment, essential food, clothing, shelter, and medical care from the detaining power. But shortages, differences in national food habits, individual needs, and other conditions require special shipments of goods from home: foods, clothing, medicines, cigarettes, recreational equipment. Under regulations, next of kin send favorite foods and articles of clothing, and relatives and friends may have books sent to individual prisoners.



Getting these things together and delivered safely during the past twelve months utilized contributions of goods or services by many branches of the United States government, by individuals, by organizations, and by the American Red Cross and the International Red Cross Committee.

During this period Red Cross packing centers packed millions of Red Cross standard food packages, the contents of which were furnished and paid for principally by the United States and United Nations governments for whose prisoners of war they were destined. All were consigned to the International Red Cross Committee at Geneva for distribution to American prisoners and internees in enemy camps, and for other United Nations prisoners of war. One food package per week was allotted to each American prisoner of war.

With other army goods, medicines, and personal packages, they were shipped to Europe by the American Red Cross in neutral vessels to Lisbon or Marseille, and on to Geneva by rail, or to the Far East by diplomatic exchange ships and on Russian vessels to Vladivostok for transshipment as arranged between the American and Japanese governments.

Safe arrival of packages, and the maintenance of suitable prison conditions, pledged by international treaties, were checked by delegates of the neutral International Red Cross Committee.

A bulletin published by the American Red Cross was mailed monthly to next of kin of prisoners of war and internees. It brought a measure of relief from anxiety by



revealing conditions and activities in camps and telling what is being done to aid the "men who mark time." A monthly newsletter was also sent to United States prisoners of war in Europe.

## TELEGRAPHIC SUMMARY

### PRISONERS OF WAR

Food parcels packed in Red Cross centers*	5,390,000
Convalescent parcels packed in Red Cross centers*	160,000
Volunteers in Red Cross packing centers*	5,000
Value of <i>Gripsholm</i> cargo for Far East†	\$1,500,000

\*Jan. 1, 1943—Nov. 6, 1943

†September 1943

## BARRICADES AGAINST HUNGER AND COLD

**T**HE value of contributions for aid to civilians in foreign lands, in goods and services supplied by and through the American Red Cross since the war began, approached the hundred million dollar mark. About one-third of this total went to aid civilians of Great Britain during the bombardments forcing evacuation of homes on a large scale and to European refugees seeking sanctuary there.

Russia received great quantities of medical supplies and hospital equipment, relief clothing made by Red Cross volunteers, and much dry whole milk. Special attention was given to the needs of war orphans and the children of evacuated families. To the Middle East went similar cargoes mainly for Polish, Greek, and Balkan refugees. Aid to China, despite the enormous need, totaled but a few million dollars' worth because of transportation difficulties. Hospital supplies and equipment, milk, blankets, clothing, and layettes also were distributed to the most needy in North Africa.



Increased quantities of medical



supplies were sent through the blockade to occupied European countries. These went through the facilities of the International Red Cross Committee at Geneva, the neutral intermediary between belligerents, and were distributed in France, Belgium, The Netherlands, Norway, Poland, Yugoslavia, and Greece.

### INSULAR CHAPTERS

While Guam and the Philippines remained silent, seven insular chapters of the American Red Cross continued to function actively, paced by the Hawaii Chapter whose work at Pearl Harbor earned army acclaim.

## TELEGRAPHIC SUMMARY

### INSULAR AND FOREIGN SERVICE

Value of aid furnished by or through American Red Cross\*

Great Britain.....	\$36,444,320.18
China.....	4,101,248.68
Russia.....	11,177,899.82
North Africa.....	358,493.90
Middle East.....	3,452,128.86
Occupied countries.....	2,246,586.25
Other countries.....	19,905,913.09

\*August 1939—Sept. 30, 1943

\$77,686,590.78

## THEY ASK ONLY HOW GREAT THE NEED



**T**HE number of hours given by the four million volunteer workers of the Red Cross Volunteer Special Services, in 3,756 local chapters and their 6,084 branches, rose to a new high mark as the needs of the Army and Navy expanded. The activity, chapter by chapter, varied with local and national needs.

During the past year the work accomplished by volunteers in the Production Corps includes: the making of hundreds of millions of army surgical dressings; several million knitted garments, hospital garments and comfort articles to meet emergency requests from the Army and Navy; the making of sewed and knitted garments for war victims in foreign countries in the war relief program; the production of garments for disaster emergencies and civilian relief



through Home Service; the making and filling of several million kit bags for servicemen.

Increased need for Home Service work on behalf of the men and women of our armed forces and their families was met by an increase in the number of chapters having a Home Service Corps and the number of members of existing corps, while a revised training course increased efficiency.

Volunteer nurse's aides became recognized for their skill and devotion to duty. Army hospitals asked for their services. Because of the millions of hours of service they gave, hard-pressed civilian hospitals and clinics were better able to carry the load imposed by reduced nursing staffs as graduate nurses joined the armed forces. Their compatriots, the Gray Ladies of the Hospital and Recreation Corps, grew in numbers and concerned themselves with the personal needs of convalescents and other patients. Arts and Skills Units of the same corps lessened the patients' tedium as they de-



veloped a new program in military hospitals teaching pottery-making, model-building, sculpture, painting, weaving, bookbinding, and other arts and crafts. The Dietitian's Aide Corps helped relieve the manpower shortage in the dietary departments of civilian and veterans' hospitals.

## TELEGRAPHIC SUMMARY

### VOLUNTEER SPECIAL SERVICES

<b>Production Corps*</b>	
Surgical dressings made.....	925,000,000
Garments made.....	12,000,000
Kit bags made. ....	2,500,000
<b>Training certificates issued*</b>	
Canteen Corps.....	26,000
Volunteer Dietitian's Aide Corps.....	2,000
Home Service Corps.....	2,000
Hospital and Recreation Corps.....	18,000
Motor Corps.....	10,000
Volunteer Nurse's Aide Corps.....	65,000
Staff Assistance Corps.....	20,000

\*Mar. 1, 1943—Feb. 29, 1944



The Motor Corps gave invaluable service in driving fire department, hospital and Red Cross ambulances, trucks, jeeps, and their own cars, to break transportation bottlenecks.

The Canteen Corps, well trained, hard-working, and on call 24 hours a day, reached the point where it could serve daily meals to more than 12,000,000 of our people in an emergency. It served troops in transit and members of the armed forces at the request of commanding officers, as well as fire fighters and disaster victims, school children and war workers.

At Red Cross and other war activity centers, staff assistants manned information desks, acted as receptionists, clerical workers, and switchboard operators in increasing numbers. They were trained and certificated at the rate of almost 3,000 a month.

## TELEGRAPHIC SUMMARY

### First Aid, Water Safety and Accident Prevention

First aid certificates issued*	1,500,000
Water safety certificates issued*	300,000
Highway First Aid Stations in operation †	2,400
Mobile First Aid Units operating on highways †	12,500
Volunteer First Aid Detachments in operation †	1,100

\*Mar. 1, 1943—Feb. 29, 1944

†As of February 29, 1944

## LENGTHENING LIFE LINES

**A**S a part of its chartered obligation to carry on measures for preventing suffering, the Red Cross added 1,500,000 to the number of trained first aiders and 300,000 trained in water safety during the past 12 months. Statistically, one home in three, at the period's end, had first aid protection. In factories, stores, offices, and schools, many hundreds of First Aid Detachments were organized. On the highways, thousands of Emergency First Aid Stations and Mobile First Aid Units provided materials and volunteer services for the injured.

Water safety activity grew apace, both as a recreational and an occupational safeguard. Summer aquatic schools qualified several thousand instructors in water safety, first aid, and accident prevention.



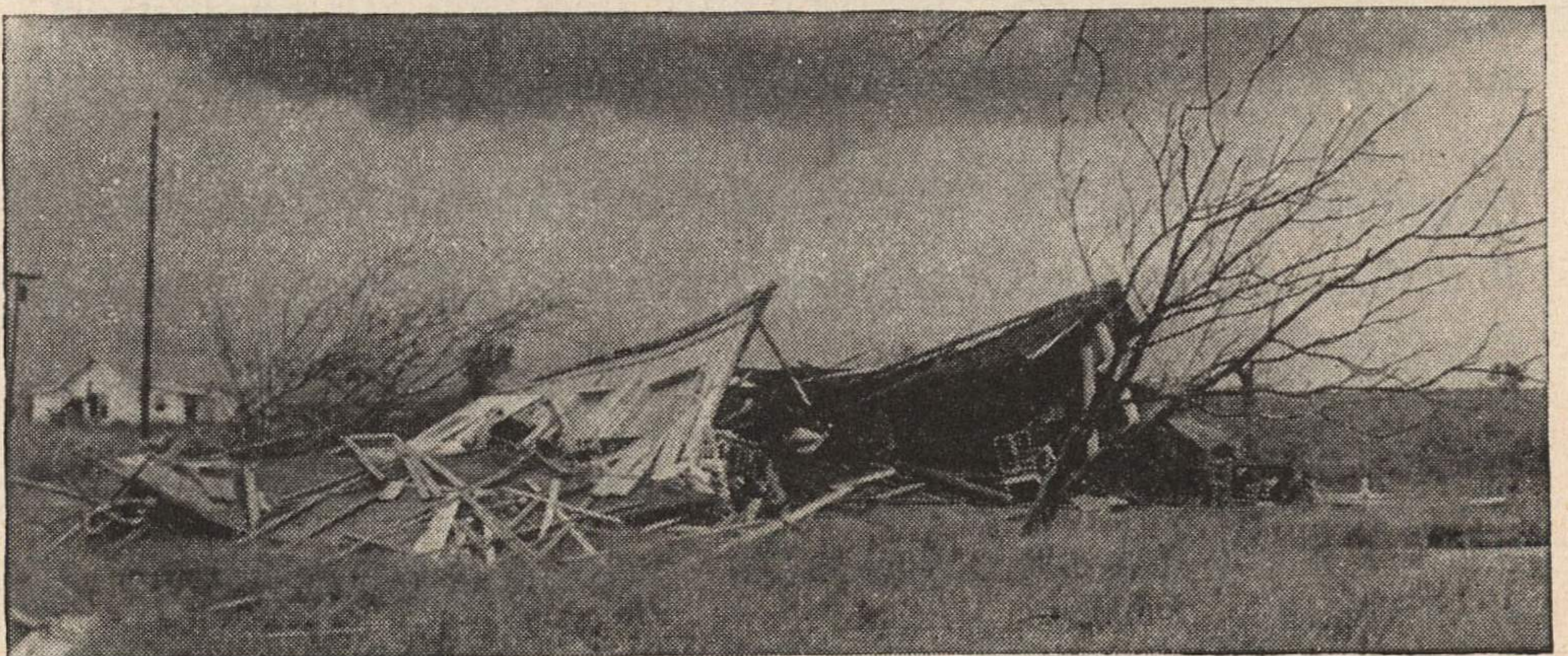
Looming above civilian activity because of its war significance, first aid and water safety training of army and navy instructors became a major task. Red Cross field representatives trained thousands of instructors in the armed forces. These men in turn instructed military personnel. Special functional swimming and water safety courses prepared soldiers to take care of themselves in amphibious operations when loaded down with full equipment. Pre-induction civilians, too, received training.

## WEATHERING THE STORM

**M**IDWEST floods and southwest tornadoes swelled the number of national disasters to above average. Feeding, clothing, housing, and medical care were supplied with dispatch. All chapters maintained their service units in readiness to meet natural disaster of all types—storm, flood, fire—and to assist local emergency defense councils with civilian aid in case of enemy action, in accordance with agreements with the federal Offices of Civilian Defense and Defense Health and Welfare Services.

Government services cooperated as always in providing the Red Cross with advance storm warnings, in furnishing army cots, blankets, and other emergency supplies, and the several departments offered other aid as called for under special circumstances.

Rehabilitation continued as an important part of this service. This included not only repair and restoration of homes and household effects, but long-time hospitalization in many cases, and vocational training. The issuing of pri-





## TELEGRAPHIC SUMMARY

### DISASTER RELIEF (Continental U. S.)

Persons aided*.....	119,295
Number of domestic disasters*.....	178
States† where disaster aid was given*.....	47
Total expenditures for disaster operations*.....	\$1,920,000
Total expenditures for 63 years.....	\$115,000,000

\*July 1, 1942—June 30, 1943

†Includes District of Columbia and Alaska.

orities on restricted materials, through signed agreement with the War Production Board, was a new feature of this service. These priorities covered building materials and other products.

## NUTRITION SERVICE

**D**URING the past 12 months Red Cross nutrition certificates were issued in record volume as homemakers faced the need to produce balanced meals for war workers and children under ration restrictions. Canteen Corps and Dietitian's Aide Corps training, directed by Nutrition Service, prepared volunteers for important community services. 12,000 instructors were authorized to teach nutrition, canteen, and dietitian's aide courses. 145,000 nutrition certificates were issued, and 26,000 canteen and 2,000 dietitian's aide certificates were authorized.

## AMERICAN JUNIOR RED CROSS



**I**N a hundred forms, comfort and recreation articles were produced, by the millions, for our armed forces by the in-school members of the Red Cross, who numbered more than 17,000,000. These run the gamut from hospital tray favors to furniture for army recreation rooms.

Organized by schoolroom groups, their projects were carried out under teacher supervision, mainly in manual training and home economics classes. Members collected waste metals, textiles, paper, and fats. They promoted international friendliness by corresponding with children in other lands and presenting Christmas boxes to children in Europe and Latin America.



Through their own National Children's Fund, they met special relief needs of American and foreign children.

They did important accident prevention work, earned first aid, home nursing, and nutrition certificates by the hundred thousand, and increasingly participated in appropriate Volunteer Special Services activities.

Since the war began, 12,000,000 articles have been produced for the armed forces; 1,000,000 relief garments made; and more than \$1,000,000 contributed to Red Cross War Funds.

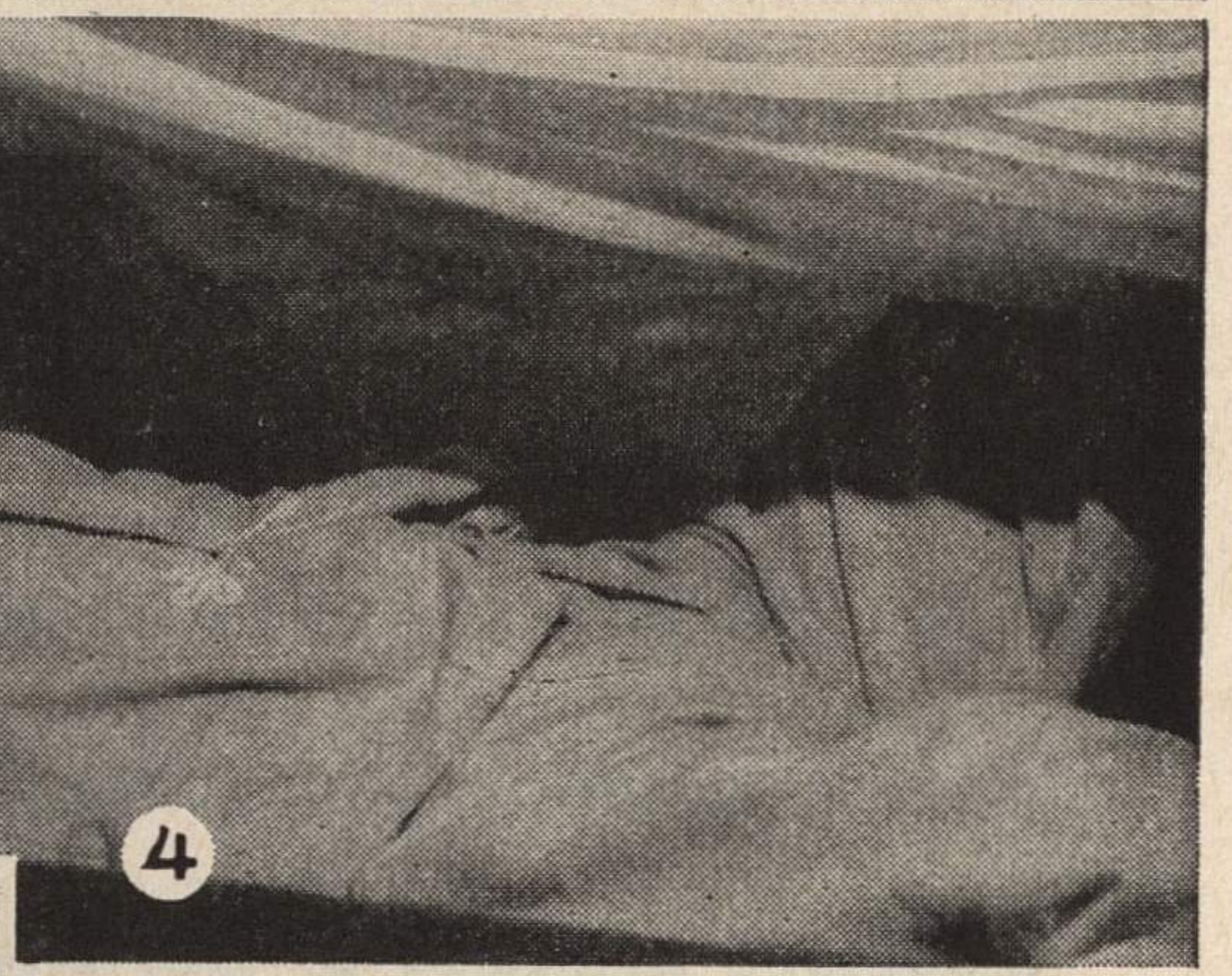
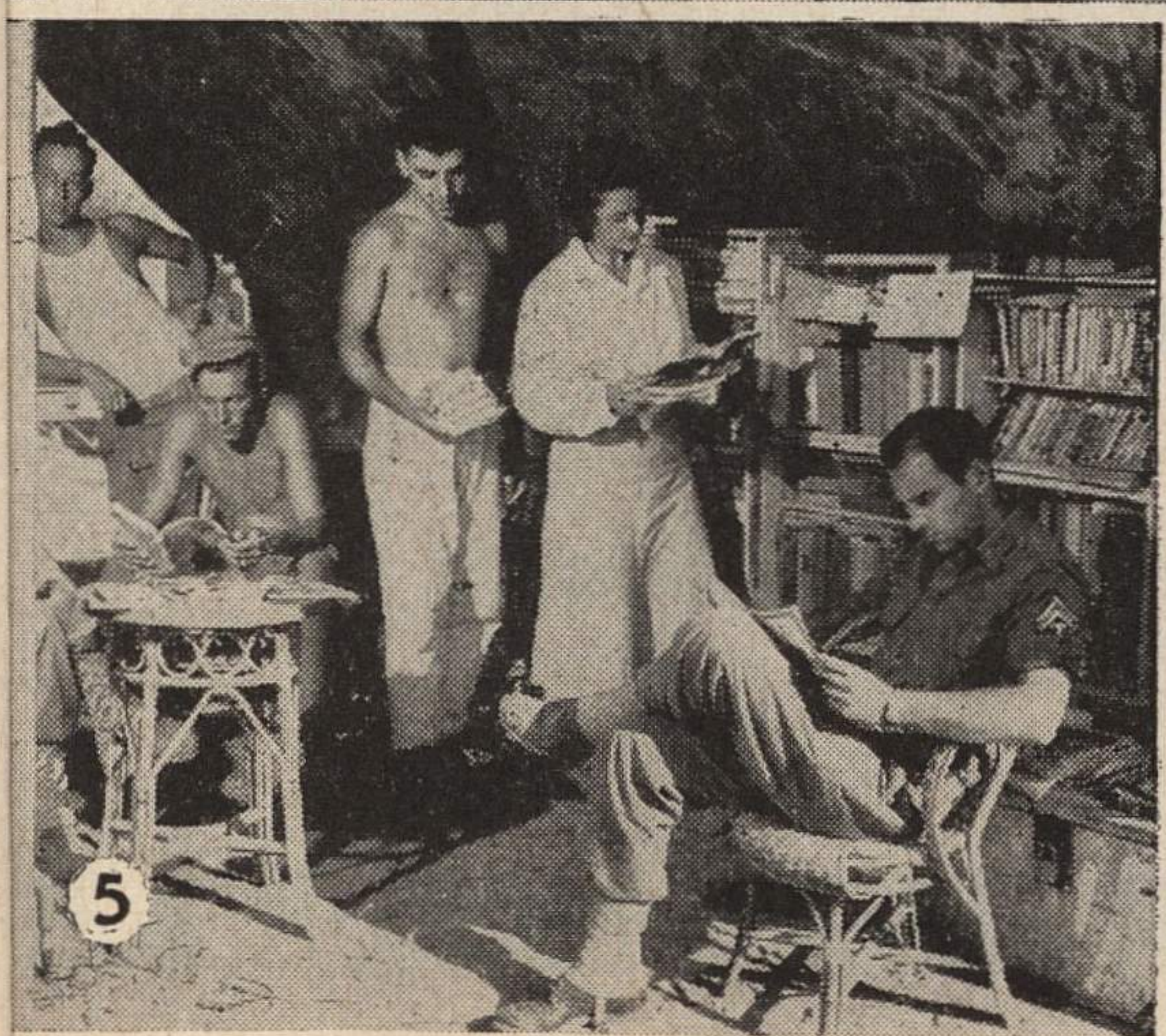
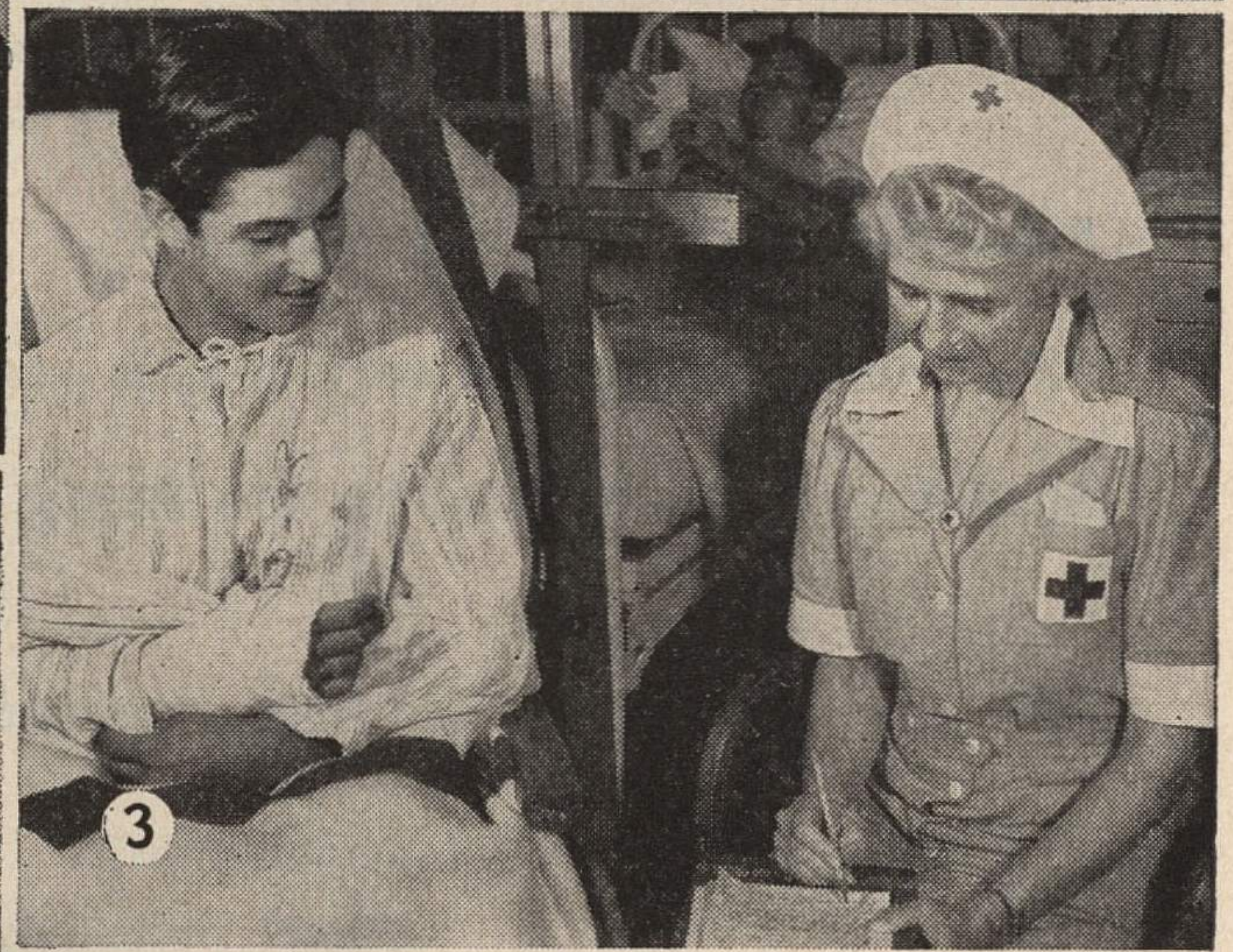


## MEDICAL and HEALTH SERVICE

**T**HE Red Cross Medical and Health Service functions as an effective medium of coordination under the general counsel of the National Medical and Health Advisory Committee. This committee comprises the Surgeons General of the Army, the Navy, and the United States Public Health Service, the Associate Chief of the Children's Bureau, and outstanding leaders in the fields of medical practice, administration, teaching, and research. The Medical and Health Service maintains an effective liaison on national, state, and local levels between the Red Cross and public and private health agencies, and maintains a professional and technical relationship in an advisory capacity to such basic Red Cross services as Nursing, Blood Donor, First Aid, Water Safety and Accident Prevention, Nutrition, Disaster Relief and Civilian War Aid.



AMERICAN RED CROSS  
INFORMATION CENTER  
AND  
LOUNGE  
FOR AMERICAN ARMED FORCES



1. U. S. attack on Italian melons offered by Red Cross girl. 2. Red Cross workers equipped for overseas duty. 3. and 4. Red Cross hospital workers "take a letter" for a sailor and a soldier. 5. Red Cross worker assists readers in evacuation hospital library. 6. Harmonicas donated by Red Cross Camp and Hospital Council.



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# AMERICAN RED CROSS IN THE WAR

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## Record of Accomplishments

(Period of March 1, 1943—February 29, 1944, except as noted)

**U. S. servicemen given personal aid**

—3,800,000 by camp and hospital workers

—2,500,000 by chapter Home Service

**5,000,000 pints of blood collected**

**350 overseas clubs for servicemen and women**

**50,000 nurses recruited for the Army and Navy**

(As of February 29, 1944)

**65,000 volunteer nurse's aides trained for service**

**119,000 persons aided in disasters**

(Fiscal year—July 1, 1942—June 30, 1943)

**15,000 survivors of marine disasters aided**

**925,000,000 surgical dressings produced**

**12,000,000 garments made**

**1,500,000 first aid certificates awarded**

**300,000 home nursing certificates issued**

**5,300,000 prisoner of war packages packed**

(January 1, 1943—November 6, 1943)

**\$77,000,000 foreign war relief distributed**

(August 1939—September 30, 1943)

THE AMERICAN NATIONAL RED CROSS, WASHINGTON, D. C.

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## 1944 RED CROSS WAR FUND—MARCH 1-31

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# AMERICAN RED CROSS

MIDWESTERN AREA  
1709 WASHINGTON AVENUE  
ST. LOUIS, (3) MISSOURI

November 20, 1943

MCS-131 RC-19

TO Chapter Chairmen and  
War Fund Chairmen

FROM The Manager

SUBJECT Advance Gifts in December

The question again has been raised regarding the advisability of soliciting certain individuals and corporations during December of this year for partial contributions to the 1944 Red Cross War Fund. Following extensive consideration and consultation with many chapter leaders and officers of corporations the following suggestions are made.

Each chapter shall feel free to approach on an informal basis selected individuals or corporations, giving them an opportunity, if they so wish, to make part of their contribution in 1943. No attempt should be made to initiate a general campaign for advance gifts nor to secure the total amount of expected gifts in 1943; rather, approach should be made with a view that it may be desired by some individuals or corporations to make a part of their contributions during the 1943 tax year. Any contribution made during December will be considered only as a partial advance gift to be credited to the 1944 Red Cross War Fund. Obviously no publicity should be given to such gifts until the start of the March campaign.

Attention may be called to the fact that from the present trend of expenditure of chapters and the national organization the 1944 Red Cross War Fund in all probability will be for a total of \$200,000,000 to \$225,000,000. It should be emphasized that the campaign goal has not been set.

Very truly yours,

H. F. Keisker  
Manager

T-873





# AMERICAN RED CROSS

MIDWESTERN AREA  
1709 WASHINGTON AVENUE  
ST. LOUIS, (3) MISSOURI

December 1, 1943

TO War Fund Chairmen and Public Information Chairmen  
FROM The Manager  
SUBJECT Cooperation of Outdoor Advertising Association  
of America, Inc.

We have just been advised of plans to assure the widest possible coverage through use of 24-sheet posters on all available billboard space in publicizing the 1944 Red Cross War Fund campaign.

The Outdoor Advertising Association of America, Inc., is sending a letter to all local members in the United States urging the fullest cooperation on a gratis basis. Local plant owners will be asked to return an order blank for 24-sheet posters to be used in connection with our next fund campaign.

Chapters should get in touch with local outdoor advertising firms at once to let them know how valuable this help will be and to work out the details for this local cooperation. This should be done promptly and before the orders are returned to the association's headquarters in Chicago.

It is the industry's hope that all local companies will start the showing no later than March 1st. It may be possible to arrange for an earlier showing where that seems advisable locally.

The posters are furnished by the National Red Cross without charge. The billboards themselves are rent free, but in exceptional instances there may be a small charge to the chapter by the outdoor advertising firm for out-of-pocket cost for additional labor used in putting up the posters. This is a matter for local chapter decision in each instance.

In view of the possibility of some cost, due to the shortage of man power in the industry, arrangements should be agreed upon locally before orders are placed by the local plant owners.

Very truly yours,

H. F. Keisker  
Manager





# AMERICAN RED CROSS

MIDWESTERN AREA  
1709 WASHINGTON AVENUE  
ST. LOUIS, (3) MISSOURI

November 26, 1943

MCS-133 RC-20

TO Chapter Chairmen and War Fund Chairmen  
FROM The Manager  
SUBJECT Campaign Procedures -- March, 1944

Attached hereto is a statement that covers the major questions of policy and procedure for the March 1944 Red Cross War Fund Campaign. Most of these procedures have been issued in the form of separate instructions in connection with previous campaigns, but it is believed it may be helpful to re-state them in a single memorandum.

In order that other chapter officials may be advised of these procedures, it is suggested that this memorandum be brought to their attention at the next meeting of your executive committee. This will enable all members of your chapter executive group to be familiar with these procedures as your chapter's campaign plans are developed.

Prior to the opening of the campaign, more specific instructions on campaign reports will be issued.

Sincerely yours,

H. F. Keisker  
Manager

Enc.  
Statement - Campaign  
Procedure March 1944

T-892



## CAMPAIGN PROCEDURES MARCH 1944

### GENERAL

This statement has been prepared to bring together into one document the major policies and procedures which are applicable to the raising of war funds by the Red Cross, with particular reference to the March 1944 Campaign. Most of these procedures have been issued in the form of separate instructions in connection with previous campaigns, but it is believed it may be helpful to re-state them in a single memorandum.

#### 1. One General Annual Solicitation of Funds

It is the general policy of the Red Cross that all activities conducted by the National Organization and by the Chapters are to be financed from the funds derived from the one general annual appeal to the public. Experience has shown that the solicitation of miscellaneous special contributions for limited purposes detracts from the effectiveness of the one annual appeal, and the amounts received are small in comparison to the results which can be attained through concentration of effort at one time.

Exceptions to this general policy are necessary in the cases of disasters and other special situations for which special appeals or financing may be authorized. This general policy is essential under present conditions where it is agreed that the National War Fund and Community Chests will confine their fund-raising appeal to the Fall and the Red Cross appeal shall be held in the Spring. Miscellaneous solicitation at other times will conflict with adherence to this plan for the timing of fund-raising efforts.

#### 2. All Contributions to be Made through the Chapters

At its meeting November 15, 1940, the Central Committee adopted the following statement:

"All national campaigns should be made entirely through the Chapters and contributions received at National Headquarters should, as far as possible, be allocated to and credited on the quotas of the appropriate Chapters."

Thus it is the definite policy of the National Organization that all funds contributed to the Red Cross are to be contributed through the Chapters, to be credited on the Chapters' campaign goals, with the Chapters retaining the appropriate portion of all such funds. All contributors will be urged to make their contributions through the appropriate Chapter channels.

The National Organization will discourage the making of contributions designated for expenditure wholly by the National Organization, so that the maximum adherence may be secured to the policy that all war funds are to be collected through the Chapters and credited on the Chapters' local goals. Similarly, Chapters should not encourage the solicitation of funds limited for local purposes.



GOALS AND DIVISION OF FUNDS

3. Assignment of Quotas and Determination of Chapter Requirements

Each Chapter will be assigned a quota for its share of the funds needed by the National Organization to cover the national and international activities.

Each Chapter will prepare an estimate of the sum it will require for approximately one year's operations from March 1, 1944. Each Chapter estimate of its requirements when approved by the Area Manager will be included in the announced minimum campaign goal for that Chapter.

Thus the campaign goal for each Chapter will consist of (1) the quota of the national fund assigned to it, plus (2) its approved estimate of requirements for its local work.

It is recognized that in a limited number of smaller Chapters with very large military stations adjacent to them, the above method of establishing campaign goals may not be applicable and special arrangements will be authorized for such cases.

4. Division of Funds between National Organization and Chapters

All funds received by each Chapter which are included as a part of that Chapter's campaign collections are to be divided between the National Organization and the Chapter in the ratio that the national quota and the local requirements of that Chapter bear to the total to be raised by the Chapter. For example, if a Chapter has a national quota of \$100,000. and local requirements of \$50,000., two-thirds of all funds raised by that Chapter will be remitted to the National Organization and one-third will be retained by the Chapter.

5. Chapter Announcements of War Fund Campaign Goals

Each Chapter should officially announce to the public before the opening of the campaign March 1, 1944, the total amount to be raised by that Chapter and specify the portion of that total which is for the national fund and the portion for the Chapter's local requirements. Such announcements should also specify that all contributions received by the Chapter will be divided between the National Organization and the Chapter in the ratio that the national quota and the Chapter goal bear to the total sum to be raised by the Chapter.

6. No Over-run in Assigned Quotas

For the March 1944 Campaign the quotas assigned to the Chapters for the national fund will be as nearly equal to the announced national fund as the mathematical application of the quota system will permit; that is, there will not be added to the announced total any margin of over-run for the national fund in the aggregate of the quotas assigned to the Chapters.



SPECIAL KINDS OF CONTRIBUTIONS

7. Solicitation of Corporate Contributions

Chapters should solicit adequate contributions from all corporations whose head offices are in its jurisdiction. The National Organization is prepared to advise with the Chapters on such contributions and, when requested by the Chapters, will be glad to assist them in securing adequate amounts from such corporations.

Where corporations have a branch or place of business, but not the head office in a given Chapter territory, such Chapter may solicit a contribution through the branch office of the corporation, but that Chapter should not solicit the head office of the corporation for a contribution, nor urge the head office to make allocations of the contribution. Experience has demonstrated that undue or multiple solicitation or pressure from the National Organization and several Chapters to secure contributions and the allocation of corporate contributions invariably produces an unfavorable impression with the contributor.

8. Allocations of Contributions

The Central Committee adopted the following November 15, 1940:

"The Red Cross should not initiate proposals for the allocation of contributions by large businesses to the credit of several Chapters."

The quota system of the Red Cross is not established on a flat per capita basis but those cities and localities which are centers of wealth and business are significantly weighted as compared with other localities. This constitutes, in effect, an allocation of those larger contributions which must be secured in the urban centers in favor of the Chapters with the smaller per capita quotas.

Accordingly, the foregoing policy has been adopted that the Red Cross should not itself initiate or urge allocations of contributions, and such allocations will be made by the National Organization only when requested by the contributor, and in accordance with the distribution indicated by the contributor.

Obviously it is quite impractical for the National Organization to urge a contributor to make, or to alter, the allocation of its contribution because, if it urged an allocation in favor of given Chapters, it would thereby be proposing a reduction of allocations to other Chapters.

9. Contributions Received by the National Organization

Where contributors send their contributions directly to the National Organization all such contributions will be credited back to the appropriate Chapters to apply on their campaign goals. Unless the contributor, in making his remittance indicates some other disposition, all contributions received by the National Organization will be credited back to the Chapter of residence of the contributor or, in the case of a corporation, to the Chapter in whose



jurisdiction the principal office of the corporation is located. In the absence of any other evidence such contributions shall be credited to the Chapter indicated by the Post Office address from which the remittance is mailed. Definite efforts will be made by the National Organization to credit all contributions received by it to the appropriate Chapter or Chapters. This procedure will be followed with all contributions received by the National Organization unless the donor specifically requests that his contribution be not credited to any Chapter or Chapters.

#### 10. Designated Contributions

Where a contributor designates his contribution to be expended for an activity which is being financed through regular appropriations of Chapter or National funds, such contributions may be accepted and included in the total collections of the War Fund and be divided between the Chapter and the National Organization in the specified manner. Separate accounts on the books need not be maintained of such amounts, but the contributors may be informed that their gifts will be applied toward the expenses of the activities in which they have expressed an interest.

#### 11. Restricted Contributions

If contributions are tendered to the Chapters, restricted to an activity which is not carried as a regular activity of the Red Cross, the Chapters should consult the National Organization before accepting such amounts.

Contributions definitely restricted by the donors, to be expended wholly by the Chapter for some phase of its local activities, should not be encouraged by the Chapters, and if received, cannot be included in the campaign goal of the Chapter, as all funds which are credited on the campaign goals must be divided between the Chapters and the National Organization in the specified manner. In view of the large amounts required and the necessity of financing the whole program adequately, it is obvious that neither the National Organization nor the Chapters should seek or encourage the receipt of contributions so restricted that they cannot be a part of the war fund collections.

#### 12. Raising of Funds through Sales, Benefits and Similar Methods

The large sums required for the Red Cross program could not be successfully raised through benefits and similar means and, accordingly, such methods should not be encouraged. It is the definite policy of the Red Cross that where benefits, sales, or similar events are held with the use in advance of the name and emblem of the Red Cross, the gross amount of all funds received, without any deduction for expenses, shall be contributed to the Red Cross.

### CAMPAIGN REPORTS

Prior to the opening of the campaign more specific instruction on campaign reports will be sent to the Chapters along the lines described in general in this section.

#### 13. Current Reports of Campaign Progress

During the progress of the campaign all Chapters should make current reports in the manner specified below to the appropriate Area Office covering the following:



- A. Total raised to date, including cash, pledges and allocations.  
(The next three items make up the total shown in A)
- B. Total cash received.
- C. Total unpaid pledges on hand.
- D. Total allocations reported by the Area Office as credits to the Chapter goal.
- E. Individual contributions of \$10,000. or more showing the name of the contributor and the amount received or pledged. Each such contribution need be reported only once when it is received.

Beginning with March 1, Chapters in Groups I and II should report to the appropriate Area Office the above information daily by telegraph coded "A", "B", etc., as indicated.

Beginning with Friday, March 3, 1944, and on each Tuesday and Friday thereafter, Chapters in Groups III, IV, and V should report by postal card to the appropriate Area Office the above information. The form to be used on such postal cards will be furnished by the National Organization.

#### 14. Later Campaign Reports

It is important that campaign records be maintained so that the following information can be later furnished to the National Organization. It is believed that this information is likewise essential for the Chapter campaign and will be most valuable in planning future campaigns. This information will be reported by letter as follows:

- F. Number of individual contributors, including those on military reservations, of \$1.00 or more. This number will constitute the membership of the Red Cross and should not include contributions from corporations, business firms, or organizations.
- G. Contributions received from organized labor, as far as possible, showing the amounts contributed by A. F. of L. Units, C.I.O. Units, The Railroad Brotherhoods, or other organized groups.
- H. The total amount of contributions received from military reservations and the number of individual contributors.

#### PLEDGES AND HANDLING OF FUNDS

#### 15. Contributions in Cash

Inasmuch as the war funds are being raised and are required for current expenditure, all contributions to the fund should be solicited in the form of cash, or pledges for cash payable within a reasonable period of time. If contributions are made to the Chapters in the form of securities, such securities should be sold or retained by the Chapters and settlements made in cash for sums due the National Organization. If securities are contributed in such form that action by the National Organization is required for their sale or disposition, the National Organization can send the necessary documents authorizing the Chapter to act in making such sales, or the securities may be sold by the National Organization for the account of the Chapter. A money equivalent for contributions of commodities in kind cannot be credited on the war fund collections.



16. Pledges and Deferred Payments of Pledges

Where pledges are secured or solicited for contributions to be paid in instalments or at later dates the time of payment of such pledges or deferred payments should be limited to as short a period as possible. Experience has shown that payroll deduction plans are most successful and are more acceptable to the contributors where they can be kept within a four months period. In any event it is recommended that all deferred payment plans be arranged, if possible, so that final payments will be made on or before September 30, 1944.

17. Banking and Custody of Funds

All funds received by or for the Chapters in this Campaign are to be deposited and banked to the credit of the American Red Cross, ..... Chapter. This does not preclude, if it is desired, the opening of temporary bank accounts in the Chapter's name for handling the War Fund collections but all of the funds must at all times be in the name of The American Red Cross, ..... Chapter, and subject to the Chapter's control.

If separate bank accounts are opened for War Fund collections, all funds placed in such accounts should ultimately be passed through the Chapter treasury and recorded on the Chapter financial reports so that the Chapter records will reflect the total monies received and disbursed, including the portion sent to the National Organization.

18. Remittance of National Organization's Portion of Contributions Received

It is requested that the National Organization's share of cash collections as received by the Chapters be remitted weekly to the Area Offices. The National Organization will prepare and furnish to the Chapters the forms to be used in making such remittances.

CAMPAIGN EXPENSES

19. The local expenditures of the Chapter for the campaign are to be met from the funds raised by the Chapter for its requirements and no part of local campaign expenditures are authorized as deductions from the amount due the National Organization. The National Organization is covering the major portion of campaign expenditures on a national scale, including pamphlets, receipt cards, posters, information leaflets, and other large quantities of campaign supplies and assistance which have been furnished to the Chapters without charge to them. This is consistent with the procedure which has been followed in Roll Calls as to the division of campaign expenses between the National Organization and the Chapters.

20. Purpose for which Red Cross War Funds Will Be Used

The funds raised by the American Red Cross in the War Fund Campaign of March 1944 will be utilized by the National Organization and by the Chapters to meet the primary and fundamental Red Cross responsibilities to the American armed forces at home and abroad; to cover the expansion and maintenance of existing Red Cross services and the development of such additional services as may be necessary for civilian defense and welfare in this country; to render such aid to the peoples and forces associated with this Government in the War, or to other peoples where such action would be consistent with the National interest, as may be required and be within the scope of activities and resources of the American Red Cross; and to meet any other requirements for Red Cross relief or service directly or indirectly growing out of, or resulting from, the conflict. It is not possible to foresee all of the emergencies which will inevitably develop as the result of the war, both at home and abroad, and the American Red Cross will, in its discretion, utilize these funds to deal with such situations as fall within the scope of its activities and resources and are consistent with its purposes and traditions.





# AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS 3, MISSOURI

January 17, 1944

TO War Fund Chairmen

FROM The Manager

SUBJECT Workers' Training Manual ARC-1132 and  
Workers' Training Outline MA-4200

Successful organizations have found it desirable to employ the best talent available to assist in the training of their representatives. The Red Cross, realizing the need by chapter War Fund leaders for a guide to assist them in better preparing their volunteers who solicit funds and memberships, has prepared these two Workers' Training Manuals for their use.

Copies of the Workers' Training Manuals (ARC-1132 and MA-4200) are enclosed herewith. ARC-1132 has been prepared for use in training city workers. MA-4200 has been prepared for use in conducting workers' training meetings in rural and small communities.

These manuals suggest plans and techniques which may be used by chairmen, division chairmen, and other leaders in informing, training, and guiding their volunteer solicitors. They are not meant for distribution to workers. These three main points are emphasized:

1. General scope of Red Cross work.
2. Facts about the campaign.
3. Plan and technique of solicitation.

Because of the shortage in available manpower this year, it is more essential now than ever before that a well-trained group of workers take the field at the opening of the campaign. We suggest that you give immediate attention to the organization of classes for the workers in all divisions, and that the Workers' Training Manuals be used as the basis for providing adequate instructions to all groups.

There is enclosed a self-addressed postcard for use in ordering the additional number of these manuals your chapter will need in conducting your Workers' Training Meetings. The supply is limited. However, we will endeavor to fill chapters' requests as rapidly as received.

Very truly yours,

H. F. Keisker  
Manager

Enc.



YOUR RED CROSS IS AT HIS SIDE

U-261