



AMERICAN RED CROSS

MIDWESTERN AREA

1709 WASHINGTON AVENUE

ST. LOUIS, (3) MISSOURI

January 10, 1944

TO Chapter Chairmen
War Fund Chairmen

FROM The Manager

SUBJECT Junior Red Cross and the War Fund

In developing your War Fund plans, you will, of course, set up organization for the solicitation of contributions from school administrators, teachers, school office personnel, and the janitorial force. These groups have traditionally been both generous and cooperative. We are asking that pupils be omitted in your solicitation of contributions from school groups. I am sure you are well aware and justly proud of the magnificent program of the American Junior Red Cross. In part, it includes financial support of local services, a program of production of comfort and recreational items for men in the armed forces, and support of the National Children's Fund. The money raised by Junior Red Cross members for the purchase of materials for the making of millions of articles highly prized by the armed forces, represents, for this part of our Red Cross membership, a tremendous outlay of money as well as effort. Again, through the National Children's Fund, the American Junior Red Cross helps soften the blows of adversity for great numbers of children the world over.

There is evidence to suggest that in past years boys and girls have contributed very substantial sums to War Fund campaigns. However, as you know, the Junior Red Cross membership has an enrollment-program financing campaign of its own in November. From time to time during the school year it is necessary for the Junior Red Cross membership to supplement this November income in order to carry on its greatly expanding local, national, and international service activities. It would represent a handicap to the development of those programs were we now to ask them to divert their resources to other channels.

Although we shall not solicit contributions to the War Fund from boys and girls, we shall have splendid support of other types from that group. Probably no generation of young people has ever been so acutely aware of its stake in and obligations to society. The attached letter addressed to Junior Red Cross Chairmen from the Director of Junior Red Cross in the Midwestern Area suggests some of the services which boys and girls will be prepared to offer your War Fund Committee. May I urge that representatives of the War Fund Committee, school and adult Junior Red Cross leadership, and the Junior Red Cross membership develop a program of War Fund service for boys and girls? We shall thus provide these young people with a full measure of participation in bringing the War Fund campaign to a successful conclusion.

H. F. Keisker
Manager

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