

Red Cross Campaign will be Independent
of Any Other Fund Raising Effort

It is now an accepted fact that the Red Cross campaign will be held in the spring of the year, and will not be combined with that of any other organization. The National War Fund, with which will be included most of the Community Chests in the cities of the nation, generally will hold their campaigns in October and November.

Amount to be Raised for the National Organization

The amount which will be required for the national and international work of the Red Cross for the period to be covered by the next campaign will be determined on the basis of actual operations during the next several months. Present and anticipated expenditures indicate a national goal larger than that of last year.

Amounts to be Raised for the Chapters

Each chapter will be asked to prepare an estimate of the sum it will require for the twelve-month period from March 1, 1944, to February 28, 1945. Special forms for reporting chapter estimates will be sent you in the near future. Each chapter estimate, when approved by the area manager, will be included in the announced minimum goal for that chapter.

Establishment of Campaign Goals

Each chapter, in the usual manner, will be assigned a quota to be raised for the national program, to which will be added the approved estimate for its local work. The chapter goal will be the total of these two amounts.

The nationally announced goal will be the national requirements plus the aggregate of chapter requirements, as approved by the national organization in accordance with the foregoing. National Headquarters will release one consolidated figure to the public as a minimum national goal.

Reporting Campaign Results

It will be seen from the foregoing that the nationally announced goal for the campaign will be the sum total of the funds required by the national organization, plus the aggregate of all funds required by all of the chapters. Accordingly, during the progress of the campaign, chapters will report their total collections without regard to the division of those collections as between the national organization and the chapters.

Division of Campaign Proceeds

As was done in 1943 campaign, all funds received by each chapter for the 1944 War Fund will be divided between the national organization and the chapter in the ratio that their approved budgets bear to the total announced chapter goal. For example, if a chapter has a national quota of \$100,000 and a local goal of \$50,000, two-thirds of all funds received by that chapter will be remitted to the national organization and one-third will be retained for that chapter. All contributions applicable to the 1944 War Fund will be divided on this basis.