

1
UNITED WAY OF SOUTH CAROLINA

GOVERNOR'S AWARD LUNCHEON

UNITED WAY VOLUNTEER OF THE YEAR FOR 1976.

Monday, 11:15 a.m. - Carolina Inn

2:10

(YOU WILL BE INTRODUCED BY HAROLD M.

2

McLEOD OF ORANGEBURG, CHAIRMAN OF THE AWARDS COMMITTEE. YOU ARE TO MAKE BRIEF OPENING REMARKS. ALL OF THE INDIVIDUAL NOMINEES WILL HAVE BEEN INTRODUCED. THERE WAS A TIE IN THE SELECTION OF THE VOLUNTEER OF THE YEAR AND TWO AWARDS ARE TO BE MADE.

WHEN I THINK OF THE ACCOMPLISHMENTS

3

BY THE UNITED WAY VOLUNTEERS, I AM REMINDED OF THE RECENT ADVERTISEMENT PUBLISHED BY ONE OF OUR TIRE MANUFACTURERS - "WHERE THE RUBBER MEETS THE ROAD." IT IS TRUELY THIS ATTITUDE OF DEDICATION AND DEVOTION THAT HAS SEEN THE UNITED WAY

BECOME A TRADITION IN AMERICAN SOCIETY

4

TODAY. FROM 1970-1976 UNITED WAY HAS RAISED OVER \$58 MILLION DOLLARS THROUGH ITS VOLUNTARY PROGRAMS IN SOUTH CAROLINA.

I CAN REMEMBER THE EARLY DAYS OF UNITED WAY. . . THERE WAS MUCH CONCERN ABOUT THE ABILITY OF A VOLUNTARY ORGANIZATION TO SUCCESSFULLY REPLACE THE MULTITUDE OF SMALL FUND DRIVES WHICH HAD BECOME A BURDEN ON SOCIETY. IT WASN'T THAT OUR PEOPLE DID NOT WANT TO

DONATE TO THE VARIOUS FUND DRIVES, IT WAS SIMPLY A MATTER OF A WEEKLY CONFRONTATION IN OUR OFFICES OR AT OUR HOMES.

UNITED WAY WAS BORN AT THE RIGHT TIME. . . YOUR LEADERS HAD THE RIGHT INSITE INTO THE KEY PROBLEMS FACING BOTH THE SERVICE AGENCIES AND THE PRIVATE DONORS. OH, THERE WERE SKEPTICS ON BOTH SIDES OF THE FENCE. I CAN STILL REMEMBER SOME AGENCIES WHO WERE FIGHTING TO COME

UNDER THE UNITED WAY UMBRELLA WHILE OTHERS SAID THEY WANTED TO REMAIN AUTONOMOUS.

THE CRITERIA OF UNITED WAY WAS BASED
UPON THE NEEDS OF THE COMMUNITY. . .
WITH LOCAL LEADERS WHO ARE THE BEST JUDGES
OF LOCAL NEEDS MAKING THE FINAL DECISION.

I AM AMAZED AT THE CLOSE SIMILARITIES
OF YOUR BUDGET PROCESS AND THAT OF
GOVERNMENT. WE TOO FACE COMPETING
INTERESTS VIEING FOR THE SAME DOLLARS.
IT IS NEVER AN EASY TASK TO ALLOCATE
DOLLARS ON A LIMITED BASIS BUT IN MY
JUDGEMENT YOUR FISCAL RESPONSIBILITY

HAS BEEN ONE OF THE KEYS TO YOUR
SUCCESS.

PERHAPS THE MOST IMPORTANT ASPECT
OF THE UNITED WAY PROGRAM HAS BEEN YOUR
REPEATED ABILITY TO INVOLVE STRONG LEADER-
SHIP FROM THE PRIVATE VOLUNTARY MARKET.
NO GROUP -- GOVERNMENT, INDUSTRY OR
SERVICE ORIENTED -- IS ANY BETTER THAN
THE PEOPLE WHO ARE CHARGED WITH GETTING

13
THE WORK DONE. IT NOT ONLY TAKES GOOD
MANAGEMENT BUT MORE IMPORTANTLY, IT
TAKES MEN AND WOMEN WHO ARE CONCERNED,
DEDICATED AND ABLE TO DO THE TASK AT HAND
IN ORDER TO ACHIEVE ANY ORGANIZATIONAL
GOALS. UNITED WAY HAS CONSISTANTLY
REACHED ITS OBJECTIVES. WITH AN ALL

14
VOLUNTARY "LEG" TEAM, UNITED WAY HAS
PROVEN THROUGH THE YEARS THAT THIS
CONCEPT ATTRACTS THE TOP COMMUNITY
LEADERS TO COORDINATE ITS FUND DRIVES.
ONLY SO LONG AS YOU CAN CONTINUE TO CALL
ON THESE LEADERS CAN YOU EXPECT CONTINUED
GROWTH NOT ONLY IN MONEY BUT IN PUBLIC
ESTEEM.

15
FINALLY, THE FULL MEASURE OF YOUR
SUCCESS IS WHERE THESE FUNDS ARE
CHANNELED BACK TO SOCIETY IN THE FORM OF
MEANINGFUL PROGRAMS. HERE IS WHERE THE
PERSONAL FINANCIAL COMMITMENT IS
TRANSLATED INTO ACTION. THERE WAS A DAY
WHEN MOST OF THE CITIZENS IN OUR SOCIETY

16
CARED FOR THE NEEDS OF THEIR FELLOWMAN
ON A ONE TO ONE BASIS. IF THERE WAS A
NEED, THE FAMILY NEXT DOOR TRIED TO FILL
THIS NEED. IF THIS FAILED, THEY WOULD CALL
ON THE NEIGHBORHOOD TO HELP. . . I GUESS
THE MOST VIVID EXAMPLE IS THE COMMUNITY
BUILDING OF LOG CABINS IN EARLY AMERICA.

17
AS OUR SOCIETY DEVELOPED INTO A MORE
COMPLEX LIFE STYLE, IT BECAME MORE
PRACTICAL TO RELY ON A MORE ORGANIZED
UNIT TO PROVIDE THE SERVICE. OUR SOCIETY
VOTED FOR THIS CHANGE BY CONTRIBUTING
THEIR DOLLARS TO FUND THE EFFORT.

18
NOW, AS THESE COMPETING UNITS HAVE
GROWN AND SOCIETY FACED A GROWTH IN THE
NUMBER OF AGENCIES SEEKING FINANCIAL
SUPPORT, THE PUBLIC HAS PLACED ITS TRUST
IN THE UNITED WAY. YOU HAVE ACCEPTED THE
CHALLENGE OF DETERMINING WHAT FINANCIAL
PRIORITIES ARE TO BE ESTABLISHED, AND TO

19
WHAT DEGREE SOCIETY AS A WHOLE CAN
EXPECT SERVICES FROM YOUR VARIOUS
AGENCIES.

20
THIS IS A DYNAMIC RESPONSIBILITY. . .
ONE WHICH YOU HAVE ACCEPTED. I STRONGLY
SUPPORT THE CONCEPT, AND I FULLY
APPRECIATE THE WORK WHICH UNITED WAY HAS
DONE IN THE PAST. THE CHALLENGE IN THE
FUTURE IS THE SAME. THE ACTORS AND THE
NEEDS OF THE FUTURE WILL BE CHANGING.

THERE ARE NO EASY DECISIONS IN OUR
COMPLEX SOCIETY. . . ONLY NECESSARY
DECISIONS WHICH YOU MUST MAKE TO INSURE
THE INTEGRITY OF UNITED WAY AND THE PEOPLE
YOU SERVE.

- 30 -

THESES CHANGES WILL TAX ALL OF YOUR
RESOURCES. . . FINANCIAL, INTELLECTUAL
AND ~~IN~~ MANPOWER.