

Lloydminster and District United Way
A Brief History 1953 – 1961

Lloydminster Community chest history
By Helen Morlidge

The history of the Lloydminster Community Chest begins in 1953. Mr. Gordon Sturrock was President of the Council of Service Clubs. Prior to this time the service clubs were asked to undertake drives for funds for various organizations several times a year. It was found that these canvasses seldom covered the whole town and were a great deal of work. A Council of Service Clubs was formed *“but even this group were stalemated in their efforts to go through at least one project presented them because of the lack of response from the members of the various clubs.”* (Lloydminster Times, Wed. Oct. 28, 1953.) A Red Cross request for a canvas in the spring of 1952 was refused because of this lack of response. Mr. Sturrock realized something has to be done and he organized the Lloydminster Community Chest which was to be run by the Council of Service Clubs. He felt the first drive for funds would be successful because it was a truly objective effort organized by the representatives of the various community organizations. An objective had been set at \$8,000 and the town was zoned to assure a thorough canvas. Mr. Sturrock addressed several of the service clubs to prepare them for the drive. Sources do not tell us if the drive reached their quota but we believe they came close.

In 1954, the Chest affiliated with the Red Feather, a Dominion body composed of similar organizations with its affairs subject to scrutiny by the national body. The Chairman was Mr. Gordon Shepherd. Eight organizations, including Boy Scouts, Girl Guides and local welfare were being canvassed for. The districts surrounding Lloydminster were made part of the canvas. The slogan, *“One day’s pay the United Way for 8 Red Feather Services”* was adopted.

In 1955 the objective was set at \$8,025. Eleven clubs were to collect for 8 agencies. Mr. Gordon shepherd was the chairman for the second year. The rural areas seem to have become more involved as the Devonian Lake and the South minister Ladies Club both sent in donations. By December the campaign was only \$289 short of reaching their goal and were appealing for a few more donations to help them over the top.

In 1956, with Mr. Henry Dougan as president, the goal was set at \$8,500. In the first two weeks it was reported that only \$2,000 had been raised as people were giving to the canvasses only a dollar or two to cover 8 agencies. The Red Cross and Canadian Mental Health would not join and were holding their own canvasses.

Mr. Irvin Scott was the President in 1957. Mrs. Helen Morlidge was secretary and Mr. William Keroluk was campaign manager. \$10,000 was to be raised for 9 agencies. The Red Cross and Mental Health had joined. Part way through the campaign The Lloydminster Times reported that only 21% of the town had given to the Community Chest with only \$6,000 raised. Later it was reported that 74% of the objective was raised for the year.

In 1958, eleven service clubs belonged to the Council of Service Clubs. Mrs. Helen Morlidge, past president of the Kinette club, was elected president and Mrs. Daisy La Bar (O.O.R.P) was secretary. \$11,500 was to be raised for 9 agencies.

In 1959, with the same officers, the objective was set at \$11,000. The Heart Fund was a new agency, bringing the total to 10. There were 11 service clubs to canvas but only \$8,148 was collected that year.

In 1960, it was becoming very difficult to find officers and by offering Mrs. Morlidge and Mrs. LaBar a small honorarium, they were persuaded to stay on for another year. The objective was set at \$12,000 for 11 agencies. Ten service clubs were to collect. After a difficult time only \$7,978 was raised. This meant every agency again got a little less.

At this point, Dec. 1960, it was decided that something had to be done to get the organization on a sounder footing. The Council and Chamber of Commerce were invited to a re-organizational meeting in January of 1961. The Lloydminster Times reported that this meeting was very poorly attended but a nominating committee was elected. The Community Chest as it had been known was voted out of existence. This gave way to the formation of the United Appeal.

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The campaign year 1961 – 1962, found Lloydminster and District United Appeal had a goal of \$12,500. The president of this new organization was Mr. Dick Gallagher. The record shows that the campaign fell short by \$1000. However, a major change was added by setting aside \$1000 for disaster relief and emergency needs in the community.

Year after year the campaign goal has increased to meet the needs of the community. In 1971 for example the campaign goal was set at \$20,000. Some prominent names that keep showing up in these past records are: Mr. Wally Moskal, Mr. Ben Gulak, Mr. Art Gellert, Mr. A. F. Shortell, Mr. L. Cavanagh, Mr. G. Phillips and many more like minded caring citizens of Lloydminster.

The year 1974 saw the name United Appeal move to the now more familiar name United Way. The campaign goal for the year 1975 was \$25,000 and was achieved with Mr. Clifford as Chairman of the Board. It should be noted here that then Secretary / Treasurer Mr. B. Longille moved \$20,000 to a term deposit yielding 8% interest.

The campaign strategy remained the same for many years to come. The focus was door to door campaigns with categories set out as follows: Local Corporate, Out of Town Corporate, Professions, School Employees, Industrial Employees, Alberta Retail, Saskatchewan Retail, Federal and Municipal Employees, Retired Citizens and Rural Residents. This strategy would remain the focus of fund raising throughout the 1970 and 1980s'. It should also be noted that many members of the Board of The Lloydminster and District United Way were also affiliated with the Charitable Agencies in the community. This was to change in 1992 under the guidance of then president Ken G. Gillis. The aim was to move away from a Community Chest style of United Way to a community-based Board membership. This freeing up of agency personnel allowed further involvement of local community spirited citizens.

The Campaign for Lloydminster and District United Way has moved to more of a focused drive by placing the donor as the client. For a short time Lloydminster competed with North Battleford to see who could raise the most money per capita. In 1987 The Lloydminster and District United Way won the challenge by posting a \$4.11 per capita campaign. This was \$0.10 higher than the rival North Battleford organization. That year the dollars raised were \$70,600. The campaign chairman that year was Mr. Ray Kirzinger.

The year is 2000 and the United Way campaign direction is more focused than ever. The campaign goal is set for \$150,000. Getting in front of corporations and employee groups is the main drive of this campaign. The message is clear. Every receipted donated dollar is directed right back into our community. Payroll deduction is prominent in every presentation. The money stays in Lloydminster by funding programs and services of the 19 United Way Agencies. Receipted money, 100%, goes right back into the community. Our year 2000 Campaign Chair people: Ms. Colleen Rolufs and Mrs. Colleen Petten. Our Public Relation Director: Mrs. Tami Holtby. Our President: Mr. Ken G. Gillis. Our Allocations Chair and Office Administrator: Mrs. Sharon Swift.

Respectfully submitted,
Ken G. Gillis