



The National Urban Coalition

2100 M Street, N.W. • Washington, D.C. 20037 • 202 / 293-7625

December 18, 1973

TO: All Members of The National Urban Coalition's
Steering Committee

FROM: Robert D. Lilley, Financial Development Chairman *R.D.L.*

SUBJECT: PROGRESS IN 1973 INDIVIDUAL GIFTS -- AND A RENEWED
REQUEST FOR ASSISTANCE

Dear Friends:

We launched the 1973 effort for Individual Gifts to the Coalition in September. Let me now report progress we have made since then, and again stress the critical importance of these Individual Gifts.

1. The Coalition receives an important number of Individual Gifts every year -- last year almost \$50,000 was donated, mostly from members of the Steering Committee, Task Forces, other volunteer Committees, and the Coalition's Staff. This year to date, we have raised almost \$15,000.

2. It makes a strong impression on the big sources of funds, like foundations and corporations, when they learn that those who know the Coalition best make personal gifts to it.

3. We ask that every member of the Steering Committee make a 1973 personal gift. Your gift naturally is a personal matter, so we are not suggesting guidelines. The largest individual gift received so far in 1973 is \$4,700. There are other gifts in all ranges, in relation to the ability of the donors.

4. In October, we asked Steering Committee members to help approach other persons who, like you, care about life in the cities. Some members have already written their personal acquaintances and friends, asking for a 1973 gift to the Coalition.

Chairman: Walter N. Rothschild, Jr. / President: M. Carl Holman

Co-chairpersons: Andrew Herskell, Vernon E. Jordan, Jr., James M. Roche, Sol M. Linowitz, Lucy Wilson Benson, Joseph J. Bernal

Secretary: Clifford L. Alexander, Jr. / Treasurer: Glenn E. Watts

5. It is almost too late in the year for a request for support to go from the Coalition to those persons you may identify for us as potential donors -- but there is still time for you to write them directly. For your convenience, we enclose the copy of a suggested letter.

6. The letters would be received during the holiday season, before the end of the year, which is the best time, both because of tax reasons and because of the traditional generosity of this time of year.

7. Please let us know about your own personal gift now, so we can add it to the totals for the 1973 budget.

Holiday Greetings to all -- and for the Financial Development Committee, our appreciation for your continued help and support.