U.S. Legislation and General Assembly Action re UNICEF

Although Congress passed and the President signed a bill in June authorizing funds for international children's welfare work within the U.N. structure, Congress recessed September 23rd without appropriating money to implement this law. The Senate included a recommendation for a $12,500,000 appropriation in two separate bills, but each time the appropriation was eliminated by the Senate-House Conference Committee. In July, your chairman testified before the Senate Appropriations Committee as to the need for these funds. In August, she spent two days in Washington seeing Congressmen and members of the State Department in an effort to further the appropriation.

On October 13, 1950, after considerable debate, the U.N. Third Committee adopted a resolution, the primary points of which are: (1) as of 1 January, 1950, the Board of the Fund shall consist of Governments of eight other states, not necessarily members of the U.N., to be designated by the Economic and Social Council; (2) the Fund will be continued for another three years at which time the General Assembly will again consider its future with the object of continuing it on a permanent basis. On 1 December, 1950, the General Assembly adopted substantially the same resolution.

U.S. Committee Activities

The publicity staff was released 1 June, 1950, and on 1 July, 1950, it was necessary to release all members of the staff with the exception of one.

1. Since 1 June, 1950, contributions from within the U.S. have amounted to $51,993.94, making a total of $249,095.45 received since 1 January, 1949.

2. Films

(a) The National Motion Picture Association reported, as of 30 September, bookings on the one-reel version of "For All the World's Children" had reached a total of 4,996 -- an estimated audience of 6,744,000. This is an unusually high figure for a non-commercial film.

(b) Bookings on the three-reel version of this film, which is available for rental to organizations, schools and individuals, were understandably low during the summer months, but dealers' reports show October and November bookings exceeded those of any previous month.
(c) The Committee recently made available to its eleven regional dealers a 16 mm. one-reel version of this film for sale to Boards of Education. The Los Angeles County Board of Education has purchased three prints for use in its school system.

3. Promotion

(a) Radio and television announcements which are sent each month to 135 selected stations are carried over these outlets to a potential audience of 31,000,000. Despite the numerous full-scale campaigns in progress, the response has been good—an estimated average of five contributions per day. In addition to guest appearances on radio and TV, arrangements were made to include UNICEF material on several other programs.

(b) Magazines - Articles prepared by the U. S. Committee were published in 16 trade, 2 organization and 1 national consumer magazine. Also, an illustrated article on your chairman which appeared in the September issue of Vogue described the Children's Fund and some of its accomplishments.

(c) Speakers - Mrs. Grace Bok Holmes, Liaison Officer of UNICEF, who has been most active in this field was out of the country from July through November. The twenty-one speaking engagements scheduled were filled by Miss Helen Matousek and Mr. Arthur Robinson of UNICEF, your chairman, and Mrs. Guido Pantaleoni, Jr.

(d) Approximately 15,000 pieces of printed matter on the U. S. Committee and UNICEF were distributed throughout the U. S.

4. Special Projects

(a) UNICEF was a beneficiary of the World of Silk Fashion Show and Luncheon held in New York on October 19th. $6.00 of the sale price of each ticket ($25) was designated as a contribution to the Fund and $6,500 was received. Publicity for the show featured UNICEF and the luncheon programme carried a 500-word story on the Fund.

(b) The Colorado Committee for the UN conducted a full week's campaign on behalf of UNICEF. Newspapers and radio stations throughout Colorado cooperated by giving time and space. More than 2500 women's clubs and numerous men's clubs assisted in the program and in the distribution of material. October 22nd, Mr. Pate addressed a mass meeting in the Denver Auditorium (seats 10,000) and made radio broadcasts. The five leading department stores carried UNICEF displays in their windows, and decorated barrels were placed on downtown street corners to receive the contributions of old silver. Unfortunately, the Community Chest campaign was scheduled for that week, and the Chamber of Commerce would not allow monetary solicitation. Therefore everyone was asked to give silver. The proceeds have not been reported as yet.
(c) The Robbins Company, manufacturer of the U. N. Flag Lapel Fin, is contributing five percent of its net sales to the Children's Fund. Since organizations can purchase these pins at a discount, several have bought a quantity of pins, sold them at the regular price and contributed the profits to the Fund.

(d) The New York State Federation of Women's Clubs is currently winding up a state-wide powdered milk project which has netted the Fund over $2,000 and the New Jersey State Federation has just begun a similar project.

(e) The U. S. Committee assisted the UNICEF staff in promoting its greeting card and actively cooperated in the U. N. Artists' Club exhibit held November 16 - December 6th. The cooperation of organizations in publicizing the card, and of the AAUN and AWVS in providing volunteers to man booths at the Art Exhibit was most helpful.

December 15, 1950