

**Title:** United Way of Greater Milwaukee Collection

**Reference Code:** Mss-3343

**Inclusive Dates:** 1920 – 2005

**Quantity:** 51 cu. ft. total

**Location:** BV, Sh. 131-134, 139-142, 149-151 (21.8 cu. ft.)  
WHS, Sh. E009-E012, E017-E018 (15.4 cu. ft.)  
WHS, Sh. D113-D115 (13.8 cu. ft.)

**Abstract:** The United Way of Greater Milwaukee is a non-profit organization dedicated to improving the lives of people living in Milwaukee and Waukesha counties. It invests in 220-plus programs at over 110 agency program partners to address problems in the areas of health, education and financial stability. The organization began in 1909 as Milwaukee's Central Council of Philanthropies to prevent duplication and standardize delivery of human services among charitable organizations. In 1916, a committee from the Central Council proposed and implemented a plan to organize 22 philanthropic organizations in the city into a financial confederation called the Centralized Budget of Philanthropies. This fund-raising organization conducted Milwaukee's first community-wide campaign. The Central Council of Philanthropies changed its name to the Central council of Social Agencies, and in 1923, the Central Budget became the Community Fund. The Community Fund and Central Council merged to become the Milwaukee County Community Fund and Council of Social Agencies. In 1948, the organization's name was changed to the Community Welfare Council (CWC). Twelve years later, the name was changed to United Community Services (UCS), and in 1975, the organization became United Way of Greater Milwaukee.

**Scope and Content:** This collection contains promotional materials, financial records, annual reports, newspaper clippings, meeting minutes and other ephemera documenting the United Way's various organizational changes and philanthropic activities.

**Access and Use:** Some material is restricted.

**Language:** English

**Notes:** Collection processed by Craig Gross, fall 2017.

See also: United Community Services of Greater Milwaukee, Inc., Mss-2996

**Arrangement:**

Folder Heading	Box #	File #
Annual Report: 1943-1958	1	1A
Annual Report: 1958-1959 Health Agenda Report	1	1
Annual Report: 1961-1973	1	2

Annual Report: 1975-1981	1	3
Annual Report: 1982-1989	1	4
Annual Report: 1990-2000	1	5
Annual Report: 2000-2005	1	6
Community Service Publications	1	Loose
Final Report of Rehabilitation Studies	1	Loose
Listen to the People Technical Report	1	Loose
Referral Criteria for Specialized Placement Resources	1	Loose
Report of the Ad Hoc Policy Committee on NON-UCS Donor Funding	1	Loose
Material for P&A Review 1975	1	Loose
Meeting Minutes 1978-1980	1	Loose
People Helping People Volunteer Services Directory	1	Loose
Purchase of Care and Services	1	Loose
The Milwaukee County Youth Service Bureau System	1	Loose
The Waukesha County Needs and Services Study	1	Loose
UCS Action Plan	1	Loose
UCS Hospital Plans	1	Loose
UCS Standards for Accounting 1972	1	Loose
Winter Conference for Board of Directors 1979	1	Loose
Volunteer Report (loose)	1	Loose
Referral Criteria for Specialized Placement Resources	1	Loose
Transcript of Preceding's February to December 1978	1	Loose
Transcript of Preceding's May to November 1979	1	Loose
United Way Retirement Home Listings	1	Loose
UCS Annual Report 1975	1	Loose
The Five Area Youth Service Bureau 1976	1	Loose
Social Opportunity Technical Report	1	Loose
Audit Report: 1917-1922 (labeled as philanthropic report)	2	1A
Audit Report: 1923-1930	2	1
Audit Report: 1931-1935	2	2
Audit Report: 1936-1940	2	3
Audit Report: 1941-1945	2	4
Audit Report: 1946-1950	2	5
Board of Director Meeting Minutes December to October 1950	3	1
Board of Director Meeting Minutes April to January 1951	3	2
Board of Director Meeting Minutes, September to May 1951	3	3
Board of Director Meeting Minutes, Supplementary Documents A	3	3A
Board of Director Meeting Minutes, Supplementary Documents B	3	3B
Board of Director Meeting Minutes, September to May 1952	3	4
Board of Director Meeting Minutes, April to October 1952	3	5
Board of Director Meeting Minutes, Supplementary Documents 1952 A	3	5A
Board of Director Meeting Minutes, Supplementary Documents 1952 B	3	5B
Board of Director Meeting Minute, September to May 1953	3	6

Board of Director Meeting Minutes, April to October 1952-1953	3	7
Board of Director Meeting Minutes, Supplementary Documents A	3	7A
Board of Director Meeting Minutes, Supplementary Documents B	3	7B
Board of Director Meeting Minutes February to November 1953-1954	3	8
Board of Director Meeting Minutes 1954: September to March	3	8A
Board of Director Meeting Minutes Supplementary Documents:1953-54	3	9
Board of Director Meeting Minutes: September to May 1954-55	3	10
Board of Director Meeting Minutes Supplementary documents: 1954-55	3	11
Board of Director Meeting Minutes 1954-55: April to October	3	12
Board of Directors Meeting Minutes 1960: June to December 1960	4	1
Board of Directors Meeting Minutes 1960: May to January 1960 (contains documents from July 1959 as well.)	4	2
Board of Directors Meeting Minutes Supplementary Documents 1960	4	3
Board of Directors Meeting Minutes December to September 1961	4	4
Board of Directors Meeting Minutes April to January 1961	4	5
Board of Directors Meeting Minutes August to May 1961	4	6
Board of Directors Meeting Minutes Supplementary Documents 1961	4	6A
Board of Director Minutes: December-September 1962	4	7
Board of Director Minutes: August-May 1962	4	8
Board of Director Minutes: April-January 1962	4	9
Board of Directors Minutes Supplementary Documents 1962	4	10
Investment and Nominating Committee	4	11
Community Planning Steering Community	4	12
Collections Review Committee 1962	4	13
1966 Community Planning	4	14
1966 Community Planning Sub-Committee	4	15
Board of Directors Minutes: May to January 1964	5	1
Board of Directors Minutes: November to June 1964	5	2
Board of Directors Minutes: Supplementary Documents: 1964	5	3
Board of Directors Minutes: December to October 1965	5	3A
Board of Directors Minutes: June to January 1966	5	4A
Board of Directors Minutes December to July 1966	5	4B
Board of Directors Minutes June to January 1967	5	4C
Board of Directors Minutes December to July 1967	5	4D
Board of Directors Supplementary Documents 1967	5	4E
Board of Directors Minutes December to July 1968	5	4
Board of Directors Minutes June to January 1968	5	5
Board of Directors Minutes Supplementary Documents 1968	5	6
Board of Directors Minutes December to July 1969	5	7
Board of Directors Minutes June to January 1969	5	8
Board of Director Minutes Supplementary Documents 1969	5	9
Budget Division Committee 1961	6	1

Budget Division Committee 1962 A	6	2
Budget Division Committee 1962 B	6	3
Budget Division Committee 1962 C	6	4
Budget Division Committee 1962 D	6	5
Budget Division Committee 1962 E	6	6
Budget Division Committee December to August 1962-63	6	7
Budget Division Committee: May to January 1963	6	8
Community Planning 1963	6	9
Community Planning 1964 (1 of 2)	6	10
Community Planning 1964 (2 of 2)	6	11
Community Planning 1965 (1 of 2)	6	12
Community Planning 1965 (2 of 2)	6	13
Volunteer Documents	6	14
Crusade of Mercy Pamphlets	7	1
Crusade of Mercy Files: 1940-1945 A	7	2
Crusade of Mercy Files: 1940-1945 B	7	3
Crusade of Mercy Files: 1946-1949 A	7	4
Crusade of Mercy Files: 1946-1949 B	7	5
Crusade of Mercy Files: 1949-1950	7	6
Crusade of Mercy Files: 1952	7	7
Crusade of Mercy Files: 1954-1955	7	8
Crusade of Mercy Files: 1958-1968	7	9
Executive Committee Minutes 1948-1957	8	1
Executive Committee Minutes January to November 1953-1954	8	2
Executive Committee Minutes July to April 1954	8	3
Executive Committee Minutes 1958-1959	8	4
Executive Committee Minutes 1960 December to June	8	5
Executive Committee Minutes 1960 July to March	8	6
Executive Committee Minutes 1961 January to June	8	8
Executive Committee Minutes 1961 July to December	8	9
Executive Committee Minutes 1962 January to June	8	10
Executive Committee Minutes 1962 December to July	8	11
Executive Committee Minutes 1963 January to June	8	12
Executive Committee Minutes 1963 July to December	8	13
Executive Committee Minutes 1964 January to June	8	14
Executive Committee Minutes 1964 July to December	8	15
Executive Committee Minutes 1965 January to June	8	16
Executive Committee Minutes 1966 January to June	8	17
Executive Committee Minutes 1966 July to December	8	18
Executive Committee Minutes 1965 December to October	8	19
CWC Minutes October to March 1948-1949	9	1
CWC Supplementary Documents 1948-1949	9	3

CWC Community Minutes September to May 1949-1950	9	3A
CWC Community Minutes April to September 1949-1950	9	4A
CWC Supplementary Documents 1949-1950	9	4
CWC Auditors Report 1952-1955	9	5
CWC sub Committees 1955 to 1956	9	7
CWC Minutes April to September 1956	9	8
CWC Minutes October to March 1956	9	9
CWC Chest Agency Committee 1956	9	9A
CWC Chest Agency Committee 1957	9	10
CWC Minutes September to April 1957	9	11
CWC Minutes March to October 1957	9	12
CWC Minutes Subcommittees 1957	9	13
CWC Minutes September, October, November	9	14
CWC Newsletters 1952-1960	9A	1
CWC Records April to March	9A	2
CWC Records May to September 1958	9A	3
CWC Board of Directors Minutes 1958	9A	4
CWC Auditors Report 1956-1960	9A	5
CWC Sub Committee Minutes 1957	9A	6
CWC Standing Committees Minutes 1954-1955	9A	7
CWC Board of Directors Minutes 1958-1959	9A	8
CWC Supplementary Documents 1958-1959	9A	9
CWC Financial Reports 1960-1964	9A	10
Newspaper Clippings (1 of 5)	9A	11
Newspaper Clippings (2 of 5)	9A	11A
Newspaper Clippings (3 of 5)	9A	12
Newspaper Clippings (4 of 5)	9A	13
Newspaper Clippings (5 of 5)	9A	14
Fiscal Year Book 1935-1936	10	1
Fiscal Year Book 1936-1937	10	2
Fiscal Year Book 1937-1938	10	3
Fiscal Year Book 1938-1939	10	4
Fiscal Year Book 1939-1940	10	5
Fiscal Year Book 1940-1941	10	6
Fiscal Year 1941-1942	10	7
Fiscal Year 1942-1943	10	8
Fiscal Year 1943-1944	10	9
Fiscal Year 1944-1945	10	10
Fiscal Year 1945-1946	10	11
Milwaukee County Community Fund (15 total) 1925-33, 1956	10	Loose
Group Work Committee: 1963	11	1
Group Work Committee Book 2: 1964	11	2

Group Work Committee 1965	11	3
Group Work Committee Book 1: 1966	11	4
Group Work Committee Book 2: 1967	11	5
Guidelines Committee: (1 of 3) 1967-68	11	6
Guidelines Committee: (2 of 3) 1967-68	11	7
P and A Steering Committee: 1969 (1 of 3)	11	8
P and A Steering Committee: 1969 (2 of 3)	11	9
P and A Steering Committee: 1969 (3 of 3)	11	10
P and A Committee: 1970 January to May	11	11
P and A Committee: 1970 June to December	11	12
United Way Committee Papers (1 of 2)	11	13
United Way Committee Papers (2 of 2)	11	14
<b>Newspaper Series</b>		
United Way Newspaper Clippings August to October 1979	12	1
United Way Newspaper Clippings January to October 1978	12	2
United Way Newspaper Clippings September to March 1978-1979	12	3
United Way Newspaper Clippings November 1979	12	4
United Way Newspaper Clippings December 1979	12	4A
United Way Newspaper Clippings June 1979 (note: contains articles from various newsletters. Post, Journal Sentinel, etc.)	12	5
United Way Newspaper Clippings June to September 1979	12	6
United Way Newspaper Clippings March to June 1979	12	7
United Way Newspaper Clippings 1980 (1 of 2)	12	8
United Way Newspaper Clippings 1980 (2 of 2)	12	9
United Way Newspaper Clippings 1980 February to March	12	10
United Way Newspaper Clippings 1980 April to June	12	11
UCS News/Chest Chart Newsletters 1951-1972	13	1A
United Way Newspaper Clippings August to December 1981 (1 of 2)	13	1
United Way Newspaper Clippings August to December 1981 (2 of 2)	13	2
United Way Newspaper Clippings April to January 1981	13	3
United Way Newspaper Clippings January 1981 to June 1982	13	4
United Way Newspaper Clippings December to August 1982	13	5
United Way Newspaper Clippings February to August 1981	13	6
United Way Newspaper Clippings April 1980 to January 1981	13	7
United Way Newspaper Clippings January to October 1981	13	8
United Way Newspaper Clippings 1983-1984	13	9
United Fund Poster News	13	10
UWC Minutes Supplementary Documents 1958-1959	14	1
UWC minutes: June 1959-September 1959	14	2
UWC Minutes: 1963 July to March	14	3
UWC minutes: 1963 December to September	14	4
UWC Supplementary Documents 1963	14	5

UCS Records 1965	14	5A
UCS Meeting Minutes 1968 A	14	6
UCS Meeting Minutes 1968 B	14	7
UCS Supplementary Documents	14	8
Community Information Service UWC Books	14	9
Budget Division Committee July to March 1964	14	10
Budget Division Committee February to September 1964	14	11
Budget Division Committee August to July 1964	14	12
Budget Division Committee 1965	14	12A
United Way Organizations A to M	14	13
United Way Organizations N to Z	14	14
Goal Setting Guide Posts 1965	14	15
Guidelines for Mental Health 1965	14	16
Volunteer Documents 1964	14	17
Volunteer Student Report 1965	14	18
Leaders in Giving Campaign Booklets, 1991-2004 (not inclusive)	15	1
Leadership Giving Registry, 1999-2004 (not inclusive)	15	2
DTS General Information, 1992 (1 of 2)	15	3
DTS General Information, 1992 (2 of 2)	15	4
WealthHolders of America Regional Directory, 1992	15	5
DTS Roster, 1992	15	6
Alexis de Tocqueville Society Leadership Giving & Recognition Program, 1987-2004	15	7
DTS Leadership – Miscellaneous, 1990-1991	15	8
Donor/Prospect Research Methods and Practices, 1992	15	9
Various Correspondence with Telecommunications Companies, 1983-1984	15	10
Labor, 1996	15	11
Newspaper Clippings, Jan.-April 2001	15	12
Newspaper Clippings, May-August 2001	15	13
Newspaper Clippings, Sept.-Dec. 2001	15	14
Publicity, 2012	15	15
Attendance Records 1984-1987	16	1
Coordinating Committee and Budget Planning	16	2
Solicitors Training Manual and Marketing and Communications Plan 1984-1986 (loose)	16	3
United Way Solicitors Papers (1 of 2)	16	4
United Way Solicitors Papers (2 of 2)	16	5
United Way Update Papers	16	6
Annual Meeting UCS 1964-1963	16	7
Campaign and Advisory Committee: 1963-1961	16	8
Cincinnati Ohio Biennial Conference	16	9
Corporation Unit 1963-1964	16	10
Designations 1964-1965	16	11

Facts 1963-1964	16	12
Foundations 1963-1956	16	13
Loaned Executives 1958-1964 (1 of 2)	16	14A
Loaned Executives 1958-1964 (2 of 2)	16	14
Organizational Patterns 1961-1953	16	15
Time Schedules 1965-1962	16	16
San Francisco Papers 1962	16	17
Agency Group	17	1
Agency Group Records 7	17	2
Agency Group Records 10	17	2A
Campaign Records A	17	2B
Campaign Records B	17	2C
Community Welfare Papers	17	3
Child Services Document	17	4
Child Services Document C	17	4A
Family and Child Wellbeing Bureau	17	5
Family and Child Wellbeing Bureau 1963	17	6
Misc	17	7
Misc	17	8
Triangle Community Agreement	17	9
United Way Campaign Records	17	10
United Way Speech Notes	17	10A
Campaign Records B	17	11
United Way Fundraising Self Study Program 1976	17	12
Technical Report: Volume 1: Income and Employment	17	Loose
Technical Report 2: Education and Enrichment	17	Loose
The 5 <sup>th</sup> Information and Referral Handbook Underground Switchboard: 1984	17	Loose
Milwaukee County and Waukesha County Map & Street Guide	17	Loose
The Milwaukee Connection Roster and Referral Guide: 1984-1985 edition	17	Loose
Community Business & Resource Directory: 1987 edition	17	Loose
Advertisements	18	1
Council of Social Agencies 1945-1947	18	2
Council of Social Agencies 1947-1948	18	3
Council of Social Agencies Supplementary Documents 1947-48	18	4
C.N.C Minutes Community Minutes April to October 1949-1950	18	5
Editors Information Kit	18	6
Posters	18	7
Speakers Bureau Kit	18	8
Volunteer Factbook	18	9
Training Program	18	10
United Way Historical Records	18	11
Misc 2	18	12
Cream City Yellow Pages	18	Loose



Human Services Resource Directory	18	Loose
Newspaper Clippings 2004 (1 of 3)	19	1
Newspaper Clippings 2004 (2 of 3)	19	2
Newspaper Clippings 2004 (3 of 3)	19	3
Newspaper Clippings 2004 (4 of 4)	19	3A
Newspaper Clippings 2003 (1 of 3)	19	4
Newspaper Clippings 2003 (2 of 3)	19	5
Newspaper Clippings 2003 (3 of 3)	19	6
Newspaper Clippings 2000 (1 of 3)	19	7
Newspaper Clippings 2000 (2 of 3)	19	8
Newspaper Clippings 2000 (3 of 3)	19	9
Newspaper Clippings 2010 (1 of 2)	19	10
Newspaper Clippings 2010 (2 of 2)	19	11
Newspaper Clippings 2005-2006	19	12
Newspaper Clippings 2006	19	13
Agency Photos 2008 (1 of 2)	20	1
Agency Photos 2008 (2 of 2)	20	2
Newspaper Clippings 2009	20	3
Day of Caring	20	4
United Way Advertisements 2010 (1 of 2)	20	5
United Way Campaign Records	20	6
United Way Advertisements 2010 (2 of 2)	20	7
Victory & Volunteer Celebrations	20	8
United Way Misc Reports	20	9
2007 Organizational Records (1 of 3)	20	10
Teen Pregnancy Reports	20	11
2007 Organizational Records (2 of 3)	20	12
2007 Organizational Records (3 of 3)	20	13
United Way Brochures	20	14
United Way Pamphlets	20	15
Newspaper Advertisements 2011	20	16
United Way Advertisements 2011	20	17
Agency Directories, 1999-2004	20A	1
<i>Business Journal</i> Sponsored Ad Series, 2001	20A	2
Calendars, 1997 & 1999	20A	3
Campaign Material, 1998	20A	4
CNI Newspaper ads, 1997-2005 (not inclusive)	20A	5
Combined Giving Campaign booklets, 1997, 2000, 2003-2004, 2006	20A	6
Coordinator Guide, n.d.	20A	7
IMPACT 2000 Community Information Line	20A	8
Photography Service Offerings and Quotes, ca. 1977-1984	20A	9

<p>Audio cassettes</p> <ul style="list-style-type: none"> <li>- Project 1985, Alberta Darling</li> <li>- "Wonder Woman" Ad, n.d.</li> <li>- Introduction to Fund Raising (4 cassettes), 1976</li> <li>- WYMX/WEMP radio ads, 1992</li> <li>- Radio ad: "Moment of Joy," 1992</li> <li>- "Aramony (?)," 1992</li> <li>- Radio ad: "Top 10 Reasons," 1994</li> <li>- Radio ad, 1998</li> <li>- "We're All in This Together: The NFL Anthem," ca. 1998</li> <li>- Radio ad: "Truth about Bankruptcy," 1998-1999</li> <li>- WKTI Contest/WZTR Donut Day (?), 1999</li> <li>- Lazer 103 FM Radio ad: "Hometown Hero," n.d.</li> <li>- "The Glow at Lambeau" by Joe Tucker, n.d.</li> <li>- 2 unidentified cassettes</li> <li>- Microcassettes (2): Focus Group #1 and #2 Speakers, n.d.</li> </ul>	20B	
<p>Mini Digital Video Cassettes (22 total)</p> <ul style="list-style-type: none"> <li>- Cabinet meetings, campaign kick-offs and closes, annual reports, loaned executive meetings, etc., 2006-2008</li> </ul>	20B	
<p>DVDs (4 total)</p> <ul style="list-style-type: none"> <li>- 2007 files</li> </ul>	20B	
<p>Audio reel-to-reel tape</p> <ul style="list-style-type: none"> <li>- Monitoring Report, 1979</li> <li>- "Sharing is a Good Thing," n.d.</li> <li>- Radio ads: "Top Ten," "Odds," and "Talk Back," 1994 (2 copies)</li> <li>- Radio ad: "Average People," 1997</li> </ul>	20B	
<p>3.5" floppy discs (16 total)</p> <ul style="list-style-type: none"> <li>- Thank you and recognition videos, 2002</li> <li>- Day of Caring, 2001</li> <li>- GMC Presentation, 2000</li> <li>- By the Way and ETC Surveys, 1992, 1994</li> <li>- Maps and miscellaneous unidentified discs</li> </ul>	20C	
<p>Photo Release Forms <b>[RESTRICTED]</b> (WHS, Sh. E032)</p>	20D	
<p><b>OVERSIZE MATERIAL</b></p> <ul style="list-style-type: none"> <li>- <i>Let's See, The Milwaukee Journal</i>, September 29, 1958</li> <li>- "Thanks to you...Kids Grow Strong," supplement to <i>The Business Journal</i>, March 17, 2000</li> <li>- <i>The Business Journal</i> – Partners in Philanthropy, November 25, 2005</li> <li>- <i>The Business Journal</i> – Partners in Philanthropy, November 23, 2007</li> <li>- <i>The Chronicle of Philanthropy</i>, March 20, 2008</li> <li>- Newspaper articles re teen pregnancy, 2006 (laminated)</li> </ul>	BV, Sh. 151	

<ul style="list-style-type: none"> <li>- Elevations of Jos. Schlitz Brewing Co. stables, 1985</li> <li>- 2008 Sponsorship Binder: Aurora Health Care</li> <li>- 2009 Sponsorship Binder: Godfrey &amp; Kahn</li> <li>- Loaned Executives Training Manual, 2006</li> </ul>		
<b>SCRAPBOOKS: NEWSPAPER CLIPPINGS &amp; PRINTED MATERIAL, 1938, 1941, 1944-1977 (59 vols. total)</b>	WHS, Sh. D114-D115	
<b>OVERSIZE MATERIAL</b>	<b>LOCATION</b>	
1930s-1950s Campaign Material (1 of 2)	WHS, D113	
1930s-1950s Campaign Material (2 of 2)	WHS, D113	
100 <sup>th</sup> Anniversary Display: 1960s-1970s Campaign Material	WHS, D113	
100 <sup>th</sup> Anniversary Display: 1980s Campaign Material	WHS, D113	
100 <sup>th</sup> Anniversary Display: 1990s Campaign Material	WHS, D113	
100 <sup>th</sup> Anniversary Display: 2000s Campaign Material	WHS, D113	
<b>PHOTOS: PORTRAITS</b>		
Past Presidents/ Chairmen of the Board, 1911-1950	21	1
Past Presidents/ Chairmen of the Board, 1951-1975	21	2
Campaign Chairs: 1921-1945	21	3
Campaign Chairs: 1946-1964	21	4
Campaign Chairs: 1965-1975	21	5
Campaign Cabinet, 1974	21	6
Campaign Cabinet, 1976	21	7
Campaign Cabinet, 1977	21	8
Campaign Cabinet, 1979	21	9
Cabinet and Board Members, 1980s	21	10
Campaign Cabinet, 1985-1986	21	11
Campaign Cabinet, 1989	21	12
Loaned Executives, 1968	21	13
Loaned Executives, 1977	21	14
Loaned Executives, 1986	21	14A
Loaned Executives, 1988	21	15
Loaned Executives, 1989	21	16
Loaned Executives, 1990	21	17
Loaned Executives, 1991	21	18
Loaned Executives, 1992	21	19
Loaned Executives, 1993	21	20
Loaned Executives, 1994	21	21
Loaned Executives (?), n.d.	21	21A
Portraits Identified, A-C	21	22
Portraits Identified, D-J	21	23
Portraits Identified, K-M	21A	1
Portraits Identified, N-Z	21A	2

Portraits Identified, 1985	21A	3
Portraits, Unidentified	21A	4
Portraits, Unidentified (8x10 negatives)	21A	5
<b>PHOTOS: EVENTS/PROGRAMS</b>		
Past Campaigns, ca. 1940s-1960s	21A	6
Miscellaneous, 1976-1979 (?) [1 of 2]	21A	7
Miscellaneous, 1976-1979 (?) [2 of 2]	21A	8
Werner Schaefer Photos and Award Photos, ca. 1972-1976	21A	9
Campaign Photos, 1977-1991 (not inclusive)	21A	10
75 <sup>th</sup> Anniversary	21A	11
Board, 1979	21A	12
1980 Campaign Materials	21A	13
Campaign Photos, 1966	21B	1
United Fund Campaign Cabinet, 1967	21B	2
Labor, ca. 1970s	21B	3
Communications Preview, 1976	21B	4
Campaign Cabinet, 1978	21B	5
Corporate Photos, 1978	21B	6
Old Head Shots "C", ca. 1950s-1970s	21B	7
Old Head Shots "D", ca. 1950s-1970s	21B	8
Old Head Shots "E", ca. 1950s-1970s	21B	9
Old Head Shots "F", ca. 1950s-1970s	21B	10
Old Head Shots "G", ca. 1950s-1970s	21B	11
Old Head Shots "H", ca. 1950s-1970s	21B	12
Old Head Shots "I" & "J", ca. 1950s-1970s	21B	13
Old Head Shots "K", ca. 1950s-1970s	21B	14
Old Head Shots "L", ca. 1950s-1970s	21B	15
Old Head Shots "M", ca. 1950s-1970s	21B	16
Old Head Shots "N", ca. 1950s-1970s	21B	17
Old Head Shots "O" – "P" – "Q", ca. 1950s-1970s	21B	18
Old Head Shots "R", ca. 1950s-1970s	21B	19
Old Head Shots "S", ca. 1950s-1970s	21B	20
Old Head Shots "T", ca. 1950s-1970s	21B	21
Old Head Shots "U" & "V", ca. 1950s-1970s	21B	22
Old Head Shots "W"	21B	23
Old Head Shots "X" – "Y" – "Z"	21B	24
Meeting for Instruction of Volunteers, n.d.	21B	25
Agency MTGS. May and June-1980	22	1
1980-January 1980: Public Hearing	22	2
East Side Housing Action Committee (ESHAC)	22	3
De Paul	22	4

National United Way Agency Photos	22	5
American Heart: Blood Pressure, 1980	22	6
1980: Annual Meeting and Report	22	7
Bay View Community Center	22	8
1980: Service Contacts	22	9
1980: P&A Committee Prints	22	10
1980: P&A Council Contact Sheets	22	11
1980: P&A Council Prints	22	12
1980: Board Prints	22	13
1981: Annual Report, 1982: Annual Meeting	22	14
1980: Campaign Special Events	22	15
1980: Volunteers in Action Photos	22	16
1980: Campaign Meetings	22	17
1980: American Red Cross Campaign	22	18
1980-81: Committee. Campaigns	22	19
1981: Board Photos	22	20
Jewish Community Center and Washington Park	22	21
Village Church	22	22
1981: Emergency Services	22	23
1981: Denmark Photos (Agencies)	22	24
Handicapped Boy Scouts	22	25
Center for the Blind	22	26
Children's Outing Association, 1981	22	27
Curative Rehab Center, 1981	22	28
Indian Health Board	22	29
Neighborhood House & United Community Center, 1981	22	30
Volunteer Ad Montage	22	31
1981-1982: Northcott Neighborhood House	22	32
Elderly Advocacy Program: Nutrition, 1981	22	33
1981-82: New Concept	22	34
United Way: NFL 80 TV Spot Photos	22	35
Agency Tours, 1982-1983	22	36
Campaign Photos, 1982	22	37
Children with Disabilities Workshop, 1982	23	1
Guadalupe Children Plant Trees, 1982	23	2
Hearing Society, 1982-1983, 1985, 1987	23	3
Milwaukee Council on Alcoholism	23	4
Sponsored Meetings, 1982-1983	23	5
Agency Photos, 1983	23	6
Annual Meeting, 1983	23	7
Awards Event, 1983	23	8
Contributors and Volunteers/Thank You Cards, 1983	23	9
Family Service, 1983 and Community Coordinated Child Care	23	10
Milwaukee Christian Center, 1983	23	11

Miscellaneous, 1983 (?)	23	11A
Visiting Nurses Association of Milwaukee (VNA), 1983	23	12
16 <sup>th</sup> Street Health Center, 1983	23	13
Annual Meeting, 1984	23	14
Arthritis Foundation, 1984	23	15
Campaign Photos, 1984	23	16
Campaign Photos: Penfield Children's Center, 1984-1985	23	17
Emergency Food and Shelter, 1984	23	18
Fundraising Telethon, 1984	23	19
Girl Scouts, 1984-1985	23	20
Women's Center, 1984	23	21
Annual Meeting, 1985	23	22
Annual Report Photos, 1985	23	23
Campaign Events, 1985	23	24
Curative Rehabilitation, 1984-1985	23	25
"Make Someone Happy" Campaign, 1985	23	26
Milwaukee Boys and Girls Club, 1984-1986	23	27
Silver Spring Neighborhood Center/Home, 1981-1985	23	28
Spanish Center, 1984 & 1987	23	29
United Way Sponsored Meetings, 1985	23	30
Updated Photo Coverage, 1985	23	31
Ad Photos, 1986?	23	32
Communications Contest Photos and Extras, 1986	23	33
Milwaukee Wellness Index: Walker's Point Annual Meeting, 1986	23	34
Neighborhood House, 1986	23	35
United Community Center, 1986	23	36
UW Building – Schlitz Stables, 1986-1992	23	37
Miscellaneous, 1980s (2 folders)	23	38-39
Annual Meeting, 1986	24	1
Miscellaneous, 1986	24	2
Annual Meeting, 1987	24	3
Awards Reception, 1987	24	4
Carter Child Development Center, 1987	24	5
Communications Contest, 1987	24	6
Governor Thompson Visit, June 1987	24	7
Kickoff Fundraising, 1987	24	8
Loaned Representatives, 1987-1989	24	9
LR Lego Contest, 1987	24	10
Miscellaneous Campaign Photos, 1987	24	11
Photo Display Contest, 1987	24	12
Rob Deer/UCC Visit, 1987 & Ballpark Visit, 1989	24	13
Silver Spring Group of Kids, 1987	24	14
Victory Celebration, 1987-1989	24	15
Youth Planning Committee, 1987	24	16

Bob Lanier Ad Photos for TV in Color, 1988	24	17
Boys and Girls Club, 1988 & 1990	24	18
Campaign Photos, 1988	24	19
Cedar Creek Settlement, 1988	24	20
Community Celebration for Campaign, 1988	24	21
Energy Conservation Pilot Project Meeting, 1988	24	22
Horizon House, 1988	24	23
Indians Rally, 1988	24	24
Labor/Annual Meeting, 1988	24	25
Labor Poster, 1988	24	26
Milwaukee Christian Center, 1988	24	27
Miscellaneous, 1988	24	28
Portal Industries, 1988 & 1990	24	29
Posters/Newspaper Articles, 1988	24	30
Tri-County YMCA, 1988	24	31
United Community Center, 1988	24	32
Village Church, 1988	24	33
Big Brothers/Big Sisters of Washington and Ozaukee Counties, 1989	24	34
Bob Anthony Reception, 1989	24	35
Communications Breakfast, 1989	24	36
Council for the Spanish Speaking, 1989	24	37
Curative Rehabilitation Center, 1989-1990	24	38
H.I.R.E. Center, 1989 & 1991	24	39
Kickoff, 1989-1990	24	40
La Guadalupana, 1989	24	41
Leadership Luncheon, 1989	24	42
Meetings, 1989	24	43
Miscellaneous, 1989	24	44
Penfield Children's Center, 1989-1990	24	45
Problem Poster, 1989-1990	24	46
Regional Volunteer Photos, 1989	24	47
Small Business Meeting and Volunteers, 1989	24	48
Spanish Center, 1989	24	49
Thank You Poster, 1989	24	50
Annual Report: Henry M. and James Forbes, 1990	24	51
Awards Reception, 1990	24	52
Campaign Celebration (Victory), 1990	24	53
Campaign Posters, 1990	24	54
Center for the Blind and Visually Impaired Children, 1990	24	55
Dave Parker Event, 1990	24	56
Grand Avenue Event, 1990	24	57
Leadership Campaign, 1990	24	58
Milwaukee County Zoo Kickoff, 1990	25	1
Miscellaneous, ca. 1988-1990	25	2

Neighborhood House of Milwaukee, 1990	25	3
Bay View Community Center, 1991	25	4
Buffet Invite Photos, 1991	25	5
Campaigns and Advertisements, 1991	25	6
Carter Child Development Center, 1991	25	7
Events, 1991 <ul style="list-style-type: none"> <li>- Leadership Event at Summerfest</li> <li>- Cudahy Towers Event</li> <li>- Governor's Breakfast</li> <li>- YWCA</li> </ul>	25	8
Events, 1991 <ul style="list-style-type: none"> <li>- Annual Meeting</li> <li>- Victory Celebration</li> <li>- Labor Kickoff</li> <li>- Loaned Executives Graduation</li> </ul>	25	9
Hmong/American Friendship Association, 1991	25	10
Hometown Team, 1991	25	11
Milwaukee Hearing Society, 1991	25	12
Miscellaneous, 1991	25	13
Next Door Foundation, 1991	25	14
Silver Spring Neighborhood Center, 1990-1991	25	15
Sixteenth Street Community Health Center, 1991	25	16
Speakers Bureau, 1991	25	17
United Community Center, 1990-1991	25	18
United Way Slides, 1991	25	19
Annual Meeting, 1992	25	20
Awards Event, 1992	25	21
Boys & Girls Club, 1992	25	22
Council on Alcohol & Other Drug Abuse of Washington Co., Inc., 1992	25	23
Curative Rehabilitation Center, 1992	25	24
Dale Ellis (Milwaukee Bucks) Photos, 1992	25	25
Early Childhood Development, 1992	25	26
El Centro Del Nino, 1992	25	27
ETC – Hunger/Homelessness, 1992	25	28
Family Services of Mequon-Thiensville, Inc., 1992	25	29
Governor's Circle Breakfast, 1992	25	30
Homerun Event (Franklin Stubbs), 1992	25	31
Italian Community Center, Campaign Kickoff, 1992	25	32
Labor Photos, 1992	25	33
Leadership Event, 1992	25	34
Loaned Executives Graduation (Pabst Mansion), 1992	25	35
Marshall Fields Bake Off, 1992	25	36
Meta House, 1992	25	37
Minority Business Fair, 1992	25	38
PSA Photo Release (Wisconsin Bell), 1992	25	39



Salvation Army – Milwaukee, 1992	25	40
Signage, 1992	25	40A
Silver Spring Neighborhood Center, 1992	25	41
Smelt Fry – Sussex Teen Center, 1992	25	42
Southeastern Wisconsin Center for Independent Living, 1992	25	43
Southern Oz Kick-Off, 1992	25	44
United Community Center, 1992	25	45
Victory Celebration – Bradley Center, 1992	25	46
Walker’s Point Development Corporation, 1992	25	47
YMCA of Metro Milwaukee, Inc., 1992	25	48
YWCA of Greater Milwaukee, 1992	25	49
American Heart Association of Wisconsin, 1993	25	50
American Red Cross, 1993	25	51
Annual Meeting, 1993	25	52
Awards Breakfast at ICC, 1993	25	53
Blue Edwards (Milwaukee Bucks), 1993	25	54
Boys & Girls Club, 1993	25	55
Center for Blind and Visually Impaired Children, 1993	25	56
Curative, 1993	25	57
Girl Scouts of Milwaukee Area, Inc., 1993	25	58
Hometown Team Event, 1993	25	59
Hunger Task Force of Milwaukee, Inc., 1993	25	60
Kickoff at County Stadium, 1993	25	61
Labor Kickoff, 1993	25	62
Labor Photo, 1993	25	63
Leadership Event at Summerfest, 1993	25	64
Mental Health Association (Photo of Barry Allen), 1993	25	64
Milwaukee Hearing Society, 1993	25	65
Penfield Children’s Center, 1993	25	66
Portal Industries, Inc., 1993	25	67
PSA Releases, 1993	25	68
Start Smart Milwaukee! (Globetrotters), 1993	25	69
Thank You Kit Poster, 1993	25	70
United Way Meeting, Sept. 24, 1993	25	71
V.E. Carter Child Development Center, 1993	25	72
Victory Celebration – Pettit Ice Center, 1993	25	73
Village Church Adult Day Center, 1993	25	74
Advertising Agency Photos (Meyer & Wallis), 1994	26	1
Annual Meeting, 1994	26	2
Awards Breakfast at ICC (Barry Alvarez), 1994	26	3
Carter Child Development Center, 1994	26	4
Children’s Outing Association, 1994	26	5
Curative, 1994	26	6
Curative – Southwest Campus, 1994	26	7

Day of Caring, 1994	26	8
Hometown Team, 1994	26	9
Interfaith Program for Elderly, 1994	26	10
Labor Materials, 1994	26	11
Lavarnway Boys & Girls Club, 1994	26	12
Meta House, 1994	26	13
Miscellaneous, 1994	26	14
New Concept, 1994	26	15
Next Door Foundation, 1994	26	16
Northcott Neighborhood House, Inc., 1994	26	17
Peer 4 Peers Program – Germantown High School, 1994	26	18
Portal, 1994	26	19
16 <sup>th</sup> Street Community Health Center, 1994	26	20
United Community Center, 1994	26	21
Victory Celebration, 1994	26	22
Volunteer Center, 1994	26	23
Annual Meeting, 1995	26	24
Annual Report (Board Photos), 1995	26	25
Awards Breakfast at ICC, 1995	26	26
Business Journal Ads, 1995	26	27
Campaign Poster/PSA's, 1995	26	28
Day of Caring, 1995	26	29
Hometown Team, 1995	26	30
Milwaukee Buildings, ca. 1995	26	31
Miscellaneous Photos, 1995	26	32
– Leadership Event		
– Race Car		
– PAM Division Volunteer Meeting		
Victory Celebration, 1995	26	33
Ad Campaign, 1996	26	34
Advocates – Saukville (Day of Caring), 1996	26	35
American Heart (Day of Caring), 1996	26	36
American Red Cross (Day of Caring), 1996	26	37
Awards, 1996	26	38
Bay View Community Center (Day of Caring), 1996	26	39
Boys & Girls Club (Day of Caring), 1996	26	40
Community Hero Torchbearers, 1996	26	41
Council for the Spanish Speaking (Day of Caring), 1996	26	42
Curative (Day of Caring), 1996	26	43
Day of Caring, 1996	26	44
Dress This Way & Burger King Day, Oct. 3 & 14, 1996	26	45
Family Service, 1996	26	46
Hometown Team, 1996	26	47
Hunger Task Force (Day of Caring), 1996	26	48
Kohl's Corp., 1996	26	49

Labor, 1996	26	50
La Causa (Day of Caring), 1996	26	51
Marian Home – Highland (Day of Caring), 1996	26	52
Milwaukee Women’s Center (Day of Caring), 1996	26	53
Ozaukee Family Services (Day of Caring), 1996	26	54
Penfield (Day of Caring), 1996	26	55
Promotional Photos, 1996-1997	26	56
Signs (Bus/Billboards/Pole, etc.), 1996	26	57
V.E. Carter (Day of Caring), 1996	27	1
Victory (City Hall), 1996	27	2
Village Church Day Care (Day of Caring), 1996	27	3
Washington Park Senior Center (Day of Caring), 1996	27	4
Annual Meeting, 1997	27	5
Artreach (Day of Caring), 1997	27	6
Awards Event, 1997	27	7
Back to School, 1997	27	8
Business Journal Ads, 1997	27	9
Campaign Ad Photo Releases, 1997	27	10
Center for Blind & Visually Impaired (Day of Caring), 1997	27	11
Childrens Outing Association (Day of Caring), 1997	27	12
Community Care Organization (Day of Caring), 1997	27	13
Cool Down Picnic (Day of Caring – State Fair Park), 1997	27	14
Curative (Day of Caring), 1997	27	15
Curt & Sarah Paulsen – Donor Info Brochure, 1997	27	16
Day of Caring Contact Sheets, 1997	27	17
Day of Caring, Miscellaneous, 1997	27	18
Day of Caring Photos (Bob Koehler), 1997	27	19
Day of Caring, ca. 1997-2001 (1 of 2)	27	20
Day of Caring, ca. 1997-2001 (2 of 2)	27	21
Enterprize Car Painting, 1997	27	22
Family Service (Day of Caring), 1997	27	23
Guest House (Day of Caring), 1997	27	24
Homelessness Roundtable, 1997	27	25
Hometown Team (Gantner), 1997	27	26
Hunter Task Force (Day of Caring), 1997	27	27
Jewish Family Services (Day of Caring), 1997	27	28
La Causa (Day of Caring), 1997	27	29
Neighborhood House (Day of Caring), 1997	27	30
Next Door Foundation (Day of Caring), 1997	27	31
NML (at the Zoo) Day of Caring, 1997	27	32
Packer Day, 1997	27	33
Penfield (Day of Caring), 1997	27	34
Pig Kissing – Journal/Sentinel, 1997	27	35
Portal (Day of Caring), 1997	27	36

Salvation Army (Day of Caring), 1997	27	37
Signage, 1997	27	38
Spring PCS & United Way, 1997	27	39
United Community Center (Day of Caring), 1997	27	40
Victory, 1997	27	41
Village Adult Services (Day of Caring), 1997	27	42
YWCA (Day of Caring), 1997	27	43
Advocates, 1998	27	44
Annual Meeting (I.C.C.), Dec. 1998	27	45
Awards Event (Pfister), 1998	27	46
Bay View Community Center, 1998	27	47
Business Journal Ad, 1998	27	48
Carter Child Development Center, 1998	27	49
CNI Ad (Loaned Executives), 1998	27	50
Cool Down, County Stadium, 1998	27	51
Darick Holmes at Silver Spring, 1998	27	52
Day of Caring, 1998	27	53
Events, 1998 <ul style="list-style-type: none"> <li>- Boys &amp; Girls Clubs</li> <li>- C.O.A.</li> <li>- Mental Health Associates</li> <li>- Salvation Army</li> </ul>	27	54
Journal/NML Ad Series, 1998	27	55
La Causa, 1998	27	56
La Guadalupana (United Community Center), 1998	27	57
Mall & Pole Signs – U.C.C. Auction, 1998	28	1
Office Sports, 5/8/1998	28	2
Outcomes Forum at UWM, 1998	28	3
Penfield Children’s Center, 1998	28	4
Promotional Items, 1998	28	5
Silver Spring Neighborhood Center – Bowling, 1998	28	6
South Day Care Center of St. Joseph, 1998	28	7
USAV Final Nite Video, 1998	28	8
Victory Event, 1998	28	9
YWCA, 1998	28	10
Ad Campaign, 1999 (Contact Sheets & Color Transparencies)	28	11
Ad Campaign – Community Care/Ozaukee Family Service, 1999	28	12
Ad Shoot (Salvation Army), 1999	28	13
Advertising – YMCA & Girl Scouts, 1999	28	14
Annual Meeting at WI Electric, 1999	28	15
At the Ballpark, Aug. 24, 1999	28	16
Business Journal Ad – 90 <sup>th</sup> Anniversary Logo, 1999	28	17
Business Journal Ads, 1999	28	18
Children’s Outing Association, 1999	28	19

Circus Parade, 1999	28	20
Day of Caring, 1999 (1 of 3)	28	21
Day of Caring, 1999 (2 of 3)	28	22
Day of Caring, 1999 (3 of 3)	28	23
Electronic Signs/Bus/Billboard, 1999	28	24
Labor Kickoff, 1999	28	25
Leadership Event – State Fair, 1999	28	26
Media Panel, 1999	28	27
Miscellaneous Photos, 1999	28	28
Packer Day – Allen-Edmonds Kickoff, 1999	28	29
Photos, 1999	28	30
– Advocates Cleanup		
– Boys and Girls Club		
– COA		
– Misc.		
Photo Orders, 1999	28	31
Photos Left Over from Henry Monaco Book, 1988-1999	28	32
Ray Allen with CoA at Bucks Game, 1999	28	33
State Fair Booth (Photos by Northwestern Mutual Life Insurance Co.), 1999	28	34
Victory Celebration (Bradley Center), 1999	28	35
Vonnie Holiday with CoA, 1999	28	36
American TV – Washing Bus, 2000	28	37
Annual Meeting, 2000	28	38
Annual Report, 2000	28	39
Bill Jenkins & Jamie, 2000	28	40
Billboard & Bus – Outdoor Signage, 2000	28	41
Billboards, 2000	28	42
Business Journal Ad – John & Bronson	28	43
Business Journal Ad – Loaned Executives, 2000	28	44
Business Journal Ad Series – Nancy Zimpher & Chelsie, 2000	28	45
Business Journal Ad – Small/Medium/Large, 2000	28	46
Business Journal Ads, 2000 (Contact Sheets)	28	47
Campaign Cabinet Kickoff, 2000	29	1
Day of Caring, 2000	29	2
Day of Caring, 2000 (Contact Sheets)	29	3
Day of Caring – Advocates, 2000	29	4
Day of Caring – AIDS Resource Center, August 2000	29	5
Day of Caring – Bay View Community Center, 2000	29	6
Day of Caring – Children’s Outing Association, 2000	29	7
Day of Caring – Community Care Organization, August 2000	29	8
Day of Caring – Curative Rehabilitation Services, 2000	29	9
Day of Caring – Day Care Services for Children, 2000	29	10
Day of Caring – La Causa, 2000	29	11
Day of Caring – New Concept, 2000	29	12

Day of Caring – Next Door Foundation, 2000	29	13
Day of Caring – Ozaukee Council, Inc., 2000	29	14
Day of Caring – Portal Industries, August 2000	29	15
Day of Caring – Salvation Army, 2000	29	16
Day of Caring – Village Adult Services, August 2000	29	17
E.R. Wagner & Portal Industries, 2000	29	18
Family Enrichment Center Photo Shoot, 2000: Curative – John and Youth & Family Project – Cheryl	29	19
Family Service & Interfaith, 2000	29	20
4 Superheroes, 2000	29	21
Halloween Party, 2000	29	22
Hometown Team, 2000	29	23
Johnson Controls (Day of Caring & Kickoff Picnic), 2000	29	24
Loaned Executives, 2000	29	25
Marcus Theatre Premiere, August 2000	29	26
Miller Park, Dec. 1, 2000	29	27
Miscellaneous, 2000	29	28
St. Francis Children’s Center (Day of Caring), 2000	29	29
UPS, 2000?	29	29A
Victory Celebration, 2000	29	30
YWCA & La Causa Photo Shoot, 2000	29	31
Business Journal Ad Series, 2001	29	32
Business Journal Ads, 2001 (Contact Sheets)	29	33
Business Journal Awards Insert, 2001	29	34
Cabinet Kick-Off, May 2001	29	35
Campaign Kick-Off at Miller Park, 2001	29	36
Check Presentations, 2001	29	37
Day of Caring, 2001 (1 of 2)	29	38
Day of Caring, 2001 (2 of 2)	29	39
Day of Caring, 2001 (Contact Sheets)	30	1
Family Service (Day of Caring), 2001	30	2
Final Night, 2001	30	3
Halloween Party, 2001	30	4
Hometown Team, 2001	30	5
Labor Kick-Off, 2001	30	6
Loaned Executives, 2001	30	7
Loaned Executives Brochure, 2001	30	8
Miller Park Gala, 3/17/2001 (2)	30	9
Milwaukee Hospice/VNA (Day of Caring), 2001	30	10
MRA & United Way, 2001	30	11
Photo Orders, 2001	30	12
Safe & Sound, 2001	30	13
Superheroes, 2001	30	14
Symposium Report Photos, January 2001	30	15

ADAMM Thank You, 2002	30	16
All-Star Raffle, 2002	30	17
Annual Meeting, July 10, 2002	30	18
Annual Report Photos, 2002	30	19
Bucks Throw Contest, 2002	30	20
Business Journal Ads, 2002 (Photos and Contact Sheets)	30	21
Cabinet Meeting, August 22, 2002	30	22
Cabinet Meeting, November 15, 2002	30	23
Car Wash, 2002	30	24
Day of Caring, 2002	30	25
Final Night, 2002	30	26
Hometown Team, 2002	30	27
Loaned Executives, 2002	30	28
Packers & Bucks, 2002	30	29
Parade of Homes, 2002	30	30
Scott Walker, 2002	30	31
Signage, 2002	30	32
United Way Building/Calatrava, 2002	30	33
Women's Initiative, 2002	30	34
2002 Kick-Off, YMCA	30	35
2002 Photos (Contact Sheets)	30	36
2002 Photos File "A"	30	37
2002 Photos File "B"	30	38
2002 Photos File "C"	30	39
2002 Photos File "D"	30	40
2002 Photos File "E"	30	41
2002 Photos File "F"	30	42
2002 Photos File "G"	30	43
2002 Photos File "H"	30	44
2002 Photos File "I"	30	45
2002 Photos File "J"	30	46
2002 Photos File "K"	30	47
2002 Photos File "L"	30	48
2002 Photos File "M"	30	49
2002 Photos File "N"	30	50
2002 Photos File "O"	30	51
Photo Orders, 2002	31	1
Campaign Photos, 2003 (1 of 3)	31	2
Campaign Photos, 2003 (2 of 3)	31	3
Campaign Photos, 2003 (3 of 3)	31	4
Day of Caring, 2003 (Contact Sheets)	31	5
Hometown Team, 2003	31	6
Photos, 2003	31	7
Photos, 2003?	31	8

Photo Orders, 2003	31	9
Silver Spring Neighborhood Center, 2003	31	10
ADAMM Gala, 2004	31	11
Cabinet Kick-Off, Heartlove Place, May 4, 2004	31	12
Cabinet Meeting, August 2004	31	13
Curative/Manpower (Day of Caring), 2004	31	14
Curative/Penfield/Ozaukee/Milwaukee Bucks (Day of Caring), 2004	31	15
1825 Prospect/West Side Senior Day (Day of Caring), 2004	31	16
Halloween – Staff Photos, 2004	31	17
Hometown Team, July 11, 2004	31	18
Meta House/Grand Ave. Club (Day of Caring), 2004	31	19
Milwaukee Bucks/Prospect(?) [Day of Caring], 2004	31	20
Neighborhood House/Cudahy YMCA/Dana (Day of Caring), 2004	31	21
Ozaukee Family Drop-In/Neighborhood House (Day of Caring), 2004	31	22
Photo Orders, 2004	31	23
Transitional Living Services (Day of Caring), 2004	31	24
YMCA/Michael Cudahy (Day of Caring), 2004	31	25
Photos, 2007	31	25A
Hometown Team – Brewer Plaque Photos	31	26
Masterlock, n.d.	31	27
Packer Day – Cook & Franke SC, n.d.	31	28
Unidentified and/or Undated	31	29
Web Possibilities, n.d.	31	30
Community Unit, n.d.	31	31
PHOTOS/CAMPAIGN MATERIAL ON DISKS, ca. 2002-2008	31A	
<b>SLIDES</b>		
1992 (1 of 2)	32	1
1992 (2 of 2)	32	2
1993	32	3
1994 (1 of 2)	32	4
1994 (2 of 2)	32	5
1995 (1 of 2)	32	6
1995 (2 of 2)	32	7
1996 (1 of 2)	32	8
1996 (2 of 2)	32	9
Project '85	32	10
Areawide Arrangements	32	11
Monitoring Report, 1979	32	12
P&A Process, 1982	32	13
Pam Color Charts, 1986	32	14
Miscellaneous	32	15
– Best Agency Shots!/Statistical Slides re Allocation		
– Lutheran Social Services, 1969		



– Shirts, 1995		
– Awards Lunch, n.d.		
– Agencies, n.d.		
1984 Slides	33	1
1985 Slides	33	2
Companies and Loaned Executives, 1985	33	3
1986 Slides	33	4
1987 Slides	33	5
Campaign Slides, 1990	33	6
Campaign Slides, 1990-1991	33	7
City Shots, n.d.	33	8
Miscellaneous Signs & Presentations	33	9
<b>OVERSIZE PHOTOS (Located WHS, Sh. E029)</b>		
Journal Ad Series, 1997		
Annual Report, 1998 (including Henry & Linda Mellowes)		
Journal Ad Series, 1998		
Unidentified photos (11 total)		
1984 Campaign Photos		
1980-1981-1982 Campaigns (3 photos)		
1982 Main Visual Photo (3 photos)		
United Way Final Night, 1989 (Contact Sheet)		
“Superhero” Campaign (including Steve Marcus), ca. 1999-2000 (2 photos)		
Santa Claus and child		
2000 Campaign Co-chair Bronson Haase		
Linda Mellowes Board Chair, ca. 1999		
2000 Campaign Co-chair Nancy Zimpfer		
“Good for You” Campaign ads (4 total)		
<b>AUDIO/VISUAL MATERIAL</b>		
<b>VHS TAPES: 1983-1988</b>		
1983 Together We Make Miracles	34	
1984 Share in a Miracle	34	

1985 Memories/Loretta Lynn (2)	34	
1985 C.Y. Allen campaign speech	34	
1985 Teenagers: The Pressured Generation	34	
1985 Aging: The Graying of America	34	
1986 Day Care: Close to the Heart	34	
1986 Reach Out: Information and Referral	34	
1986 Good for You (3)	34	
1987 Teen Pregnancy: Childhood Robbery	34	
1987 Stress	34	
1987 America's New Homeless (2)	34	
1987 Here's Where Your Money Goes	34	
1987 Illiteracy: America's Quiet Tragedy	34	
1987 Kids & Drugs: Family Crisis	34	
1987 Working Together	34	
1987 Donald Schuenke "thank you"	34	
1987 Hometown	34	
1987 United Way without Miami	34	
1987 Bringing Out the Best	34	
1988 United Way Today I	34	
1988 United Way Today II	34	
1988 United Way Today III	34	
1988 United Way Today IV	34	
1988 It Brings Out the Best (2)	34	
1988 Dropouts: Paying the Price	34	
1988 What a Difference (3)	34	
1988 Time to Care	34	
<b>VHS TAPES: 1989-1991</b>		
1989 United Way CEO (2)	35	
1989 Hometown Hero (2)	35	
1989 You are my Hero (2)	35	
1989 Malcolm Baldrige National Quality Award (presentation 1990)	35	
1990 Somewhere Out There / President Bush	35	
1990 Be Part of the Solution (2)	35	
1990 I'll Be There / Angela Lansbury (2)	35	
1990 I'll Be There (open caption, English)	35	
1990 Deadly Dilemma	35	
1990 United Way CEO (3)	35	
1991 Something to Believe In /Louis Gossett Jr (2)	35	
1991 Thank You America (2)	35	
1991 Marty Stein message (2)	35	
1991 Fair Share Givers PSA	35	
1991 Making a Difference (2)	35	
1991 United Way & Labor	35	
1991 Bryan & Matthew PSA's	35	

1991 Victory Presentation	35	
<b>VHS TAPES: 1992-1994</b>		
1992 Employee Giving	36	
1992 Changing for the Future / Aramony	36	
1992 Conversation with Dean Treptow (2)	36	
1992 United Way America / Aramony Crisis-Dean Treptow	36	
1992 Take Time to Care (2)	36	
1992 Sharing is a Good Thing (3)	36	
1992 Victory Show (2)	36	
1992 Campaign PSA's & Thank You	36	
1992 Milwaukee County Employees' Giving Campaign	36	
1993 Why United Way? (2)	36	
1993 Why United Way? Barry Allen endorsement	36	
1993 Victory Show multiple pass version	36	
1993 Community Campaign (3)	36	
1994 The Unforgettable Difference / Natalie Cole (English)	36	
1994 The Unforgettable Difference / Natalie Cole (Spanish)	36	
1994 Christine Maynard (2)	36	
1994 Odds :20/Talk Back :30/Talk Back :10 (2)	36	
1994 Talk Back :30/Poster Child :10/Odds rough cut :20	36	
1994 United Way Milwaukee Awards Breakfast	36	
<b>VHS TAPES: 1995-1997</b>		
1995 What Love Is / Leeza Gibbons 8:30 (3)	37	
1995 What Love Is (8:20)	37	
1995 What Love Is -campaign staff copy 8:20	37	
1995 What Love Is -campaign 8:20	37	
1995 United Way w/ T.C. window	37	
1995 United Way PSA's - Broken Hearts/Day Care Serv/Bruce Colburn	37	
1995 Total Reveal	37	
1995 Victory Show: There's a Hero (2)	37	
1996 Lifting a Hand, Raising a Community (2)	37	
1996 Givers Revised	37	
1996 Victory Presentation: Helping Hand (3)	37	
1996 Victory Presentation: Helping Hand / SHOW COPY	37	
1996 Celebrate Living (3)	37	
1996 Community Quilt PSA	37	
1996 Olympic Torch Run June 2	37	
1996 Local Campaign /Mike Barnicle	37	
1997 The Power of U /Jim Gantner Milwaukee Brewers (5:10) (3)	37	
1997 The Power of U/ Labor video (7:00)	37	
1997 Victory Show -Change the World	37	
<b>VHS TAPES: 1997-2000</b>		

1997 Presidential message / President Clinton	38	
1997 Victory Celebration	38	
1997 Campaign PSA's	38	
1997 The Power of U (9 spots)	38	
1998 Caring That Works w/ Labor tag (2)	38	
1998 Caring That Works LABOR VIDEO	38	
1998 Caring That Works 2:47	38	
1998 Speaker Focus Group	38	
1998 Coordinators Meeting	38	
1998 Speakers Training tape 2	38	
1998 How to Build a Stronger Community	38	
1998 Circle of Hope (2)	38	
1998 Betty Beene/Mike Cook	38	
1998 Community Leaders Conference /Beene-Atlanta	38	
1998 Staff Leaders Conference /Beene-Birmingham	38	
1998 Milwaukee TV PSA's	38	
1999 Communications Contest -pro-bono production costs	38	
1999 Communications Contest -paid production costs	38	
1999 Communications Contest -TV & radio	38	
1999 Reaching Many Lives-Teen Heroes	38	
1999 Reaching Many Lives-Teen Heroes w/Labor tag	38	
1999 Phase I "Join Us" PSA's (3)	38	
1999 Thank You	38	
1999 Victory Show (3)	38	
1999 Curative & Allen Edmonds	38	
1999 UPAF campaign	38	
2000 Harley-Davidson Screamin' Eagle promo	38	
2000 United Way	38	
2000 One Gift-Countless Results	38	
2000 National Campaign -Caring Force, Choices, Karma, Tale of Two Cities	38	
<b>VHS TAPES: 2000-2002</b>		
2000 Superheroes Voices of the Community + PSA	39	
2000 Superheroes Think Again + PSA	39	
2000 Superheroes Think Again (looped)	39	
2000 Superheroes Think Again (looped + Labor tag)	39	
2001 Superheroes Local (3)	39	
2001 Superheroes Local Labor	39	
2001 Superheroes The Big Picture Local	39	
2001 Superheroes The Big Picture Labor version	39	
2001 United Way pre-game Miller Park	39	
2001 The Power to change our community	39	
2001 Taking care of the homefront	39	
2001 SBC Campaign/ coordinator training	39	
2001 Big Picture	39	

2001 Big Picture + PSA's	39	
2001 Local labor campaign-short version	39	
2002 Local campaign (2)	39	
2002 National campaign (2)	39	
2002 Local/national campaigns (2)	39	
2002 Local & Local-labor (2)	39	
2002 Superheroes -misc Community PSA's	39	
2002 Superheroes :60	39	
2002 Thank you	39	
2002 Sam Williams	39	
<b>VHS TAPES: 2003-2005</b>		
2003 Coming Attractions	40	
2003 Think About It (Milwaukee)	40	
2003 Thank You	40	
2003 Campaign	40	
2003 Milwaukee PSA's	40	
2003 Campaign (Spanish) (2)	40	
2004 What Matters (30:00)	40	
2004 What Matters (5:22) (3)	40	
2004 What Matters Local (4:40) (3)	40	
2004 What Matters raw footage -tape 6 (2)	40	
2004 What Matters tape 1	40	
2004 What Matters tape 4	40	
2004 Week of Caring	40	
2004 In Focus (Spanish)	40	
2005 Poverty (3)	40	
2005 Top 10 Reasons (English)	40	
2005 Top 10 Reasons (Spanish)	40	
2005 Breaking the Cycle (2)	40	
2005 Zoo Shoot-Jessica (2)	40	
2005 What Matters (2)	40	
<b>VHS TAPES: 2005-2008</b>		
2005 Building Hope Local	41	
2005 Building Hope -Looped Local (2)	41	
2005 United Way Wisconsin version (8:00)	41	
2005 Combined Federal Campaign (11:00)	41	
2005 Children of Children	41	
2006 What Matters (3)	41	
2006 Everyday Moments (English/Spanish)	41	
2006 Cycle of Poverty Fox 6 TV	41	
2006 Combined Federal Campaign-Eastern Wisc (Natl/Local) closed caption	41	
2006 Campaign Aug 18	41	
2006 Campaign REVISED Aug 28	41	

2007 PSA (:30 TV) (3)	41	
2007 Help (2)	41	
2007 Help Looped (2)	41	
2007 PSA's – Year Round, Nothing Changes	41	
2008 Envision	41	
2008 Charles' Story (5:50) (3)	41	
2008 Charles' Story – Looped (2)	41	
2008 Charles' Story – Closed Caption (3)	41	
2008 Charles' Story – Spanish (2)	41	
2008 Charles' Story master (5:52) (2)	41	
<b>VHS TAPES: 2009-2011 / No Date</b>		
2009 Reasons to Give (3)	42	
2009 Reasons to Give, closed caption	42	
2009 Reasons to Give JIGSAW (2)	42	
2009 Making of PSA, Channel 4	42	
2009 Campaign PSA JIGSAW (Ignore :30, Ignore :60)	42	
2010 Reasons to Give (3)	42	
2010 Reasons to Give LOOPED (3)	42	
2010 Reasons to Give Spanish	42	
2010 Reasons to Give Closed Caption	42	
2011 Campaign Drive Closed Caption	42	
NO DATE Bucks flash files	42	
NO DATE Road to Glory, Paul Gonzalez (2)	42	
NO DATE The Winners, John Madden (2)	42	
NO DATE raw footage with window burn	42	
NO DATE Old Way/ United Way -versions 1,2,3 (English/Spanish)	42	
NO DATE With Your Help, Anything is Possible	42	
NO DATE I Can See Clearly Now	42	
NO DATE Donor Choice (2)	42	
NO DATE Local Campaign 4:34 (2)	42	
<b>VHS TAPES: NO DATE</b>		
NO DATE Drugs: In Our Backyard	43	
NO DATE PSA's-Drugs, Teenage Pregnancy	43	
NO DATE Latchkey Children: Kids on Their Own	43	
NO DATE The Changing American Family	43	
NO DATE Village Adult Services: A Home Away from Home	43	
NO DATE Super Celebration	43	
NO DATE September 11 <sup>th</sup> Fund/ Phone Bank clips	43	
NO DATE Leadership 18	43	
NO DATE PSA's -Help, Work for Food, Fair Shot, Doesn't Hurt, Give Up	43	
NO DATE How United Way Works (8:11) (2)	43	
NO DATE UW Works	43	
NO DATE How United Way Works (10:08) (3)	43	

<b>VHS TAPES: OTHER CITIES/COUNTIES</b>		
1922 Cleveland-Suppose Nobody Cared	44	
1998 Cincinnati, OH / Day of Caring	44	
1999 Cincinnati, OH / Community Leaders' Conference	44	
2000 Summit County, OH / campaign video	44	
1990 Houston / Kid's Way	44	
1996 Central Maryland	44	
1989-90 South Hampton	44	
1989 Vancouver	44	
1998 SLC Birmingham / Dr Benjamin Carson	44	
1992 Allegheny County / Day of Caring	44	
1989 Dade County / Here's Where Your Money Goes	44	
1991 Heart of Florida	44	
1990 Dade County	44	
1990 Florida PSA – Blindfold (English)	44	
1992 Heart of Florida	44	
1993 Cedar Rapids, IA	44	
1993 Southeastern Michigan PSA's	44	
NO DATE Little Rock, Arkansas / You Gotta Be	44	
1989 Greater Rochester / Focus Update	44	
1997-98 Los Angeles / Karma	44	
2000 Los Angeles / Choices	44	
NO DATE New Orleans	44	
NO DATE United Way National	44	
NO DATE Waukesha / We Need Each Other (2)	44	
1993 Waukesha County	44	
2002 Waukesha County / Show & Tell	44	
2004 Waukesha County	44	
2006 Waukesha County	44	
1993 Combined Federal Campaign / Power of Caring	44	
1987 National United Way / A Place for Us	44	
<b>VHS TAPES: AGENCIES</b>		
1983 Curative promo	45	
1996 Curative	45	
1987 YMCA / For All of You	45	
1988 YMCA / Southwest Branch version – membership	45	
NO DATE YMCA / Partners in Pride	45	
1988 Wisconsin Electric / CEO	45	
1988 Wisconsin Electric / Here's Where Your Money Goes	45	
1989 Family Services of Milwaukee / Reaching the Dream	45	
1991 Red Cross (2)	45	
1991 Boys & Girls Club / Wisconsin Youth of the Year	45	
NO DATE United Way National Master / MPS General Audience with PSA's	45	

NO DATE Bay View Community Center	45	
NO DATE YWCA / Building Bridges	45	
NO DATE Milwaukee Urban League	45	
NO DATE American Red Cross / On Your Street	45	
NO DATE Milw Public Schools-General Audience w- PSA / What a Difference	45	
NO DATE META House / Vicki's Story	45	
<b>VHS TAPES: COMPANIES</b>		
1987 Wisc Electric 1 <sup>st</sup> Place Winner Ralph Metzner	46	
1988 General Motors Awards Competition	46	
1988 NML Target (3)	46	
1988 Milw Electric Tool Corp	46	
1988 Briggs & Stratton What a Difference	46	
1988 Aurora Health Care Employee Campaign / VNA-Melodie Wilson emcee	46	
1989 NML CEO Summary	46	
1989 NML Employee Campaign	46	
1990 GE Medical ECCO 90	46	
1990 NML Campaign	46	
1991 Dayton Hudson	46	
1992 Wm M Mercer Inc – campaign	46	
1993 Aurora Health Care Shining Light	46	
1993/1994 Kmart Shining Light	46	
1993 Wm M Mercer Inc – campaign	46	
1994 Sears Associates	46	
1994 Miller Brewing (2)	46	
1994 Allen Bradley New Hire	46	
1995 Aurora Health Care	46	
1995 Bank One	46	
1995 St Francis Bank People Helping People	46	
1996 Kmart	46	
1997/1998 Kmart	46	
1999 NML Reaching Many Lives	46	
1995 AO Smith Day of Caring (2)	46	
NO DATE Warner Lambert-Jersey Battered Women	46	
NO DATE Quarles & Brady-Week Activities	46	
NO DATE Banc One Wisconsin -Hans & Franz Church Lady	46	
<b>VHS TAPES: MISC</b>		
1989 Robert D Kennedy Introduction	47	
1989 Where the Walls Breathe Love	47	
1990-1991 MCMC	47	
1991 Local United Way / Spots Compilation Reel	47	
1992 Changing for the Future	47	
1992 Milwaukee Mercer	47	



1993 LE Report Meeting-Miller	47	
1993 LE Report Meeting-Halloween	47	
1993 LE Report Meeting-Blue Cross	47	
1993 In House Campaign Skits/Holiday Party	47	
1993 Pie Throwing	47	
1994 Awards Breakfast – Barry Alvarez	47	
1994 LE Report Meeting-Halloween	47	
1995 LE Report Meeting-Blue Cross	47	
1995 Annual Meeting	47	
1996 FMS Conference (3)	47	
1996 Awards Lunch – V. Lombardi/Coordinator Training	47	
1996 Olympic Torch Relay for Schools	47	
1996 Pie Toss	47	
1996 Milwaukee -Lessons Learned Forum	47	
1997-1998 United Way Corporate Video	47	
NO DATE Wisconsin Bell / Team Together & The Togetherettes	47	
NO DATE United Way	47	
NO DATE FMS Users Conference (3)	47	
NO DATE Coca Cola Torch Relay	47	
NO DATE What Lies Ahead	47	
NO DATE Best Practices: Physicians	47	
NO DATE Corporate Leadership: Spirit of America	47	
NO DATE Outcomes: Lessons Learned	47	
NO DATE United Way of America: Elaine Chao	47	
NO DATE Commercial Spots: Together We Improve	47	
<b>DVD/CD</b>		
2003 United Way Thank You	48	
2004 Community What Matters (3)	48	
2006 Campaign Video	48	
2006 What Matters (looped) (3)	48	
2006 United Way (flash) (2)	48	
2007 United Way Campaign -Paul Beideman/Lisa Binder	48	
2007 PSA's – Nothing Changes/Year Round (3)	48	
2007 What Matters (3)	48	
2007 What Matters / Looped (2)	48	
2007 Radio PSA's – Ignorance 7001 /Poverty 7002	48	
2008 Charles' Story (3)	48	
2008 Charles' Story (looped) (3)	48	
2008 Charles' Story (closed caption) (2)	48	
2008 Community Campaign Theme Songs (3)	48	
2009 Reasons to Give (3)	48	
2009 Reasons to Give (looped) (3)	48	
2009 Reasons to Give (closed caption) (2)	48	
2009 Reasons to Give (Spanish) (2)	48	



