

Finding Aid to the United Way of Cass-Clay Photograph Collection

United Way of Cass-Clay

United Way of Cass-Clay Photograph Collection, 1947-1990s

674 photographic prints

1854 slides

Collection number: Photo 2130

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OVERVIEW

Links: Finding aid for [United Way of Cass Clay Records \(Mss 254\)](#)

Access: The collection is open under the rules and regulations of the Institute.

Provenance: Donated by United Way of Cass-Clay, 2000, (Acc. 2595).

Property rights: The Institute for Regional Studies owns the property rights to this collection.

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Citation: Institute for Regional Studies, NDSU, Fargo (item number)

HISTORY

The first organization in Fargo, N.D. that sought to coordinate a community wide effort to help meet human service needs was the Community Welfare Association. Started in 1927 this organization solicited funds from the community and operated a Community Chest that distributed these funds to some twenty different organizations. The American Red Cross, Boy Scouts, Camp Fire Girls, YMCA, YWCA, and the Salvation Army were some of the organizations that received money from this Community Chest. The Community Welfare Association raised \$68,397 during their first campaign in 1927 but the economic downturn after 1929 made building on this initial success difficult. The Community Welfare Association exceeded their 1927 campaign total only once during the next 13 years. World War II precipitated, among other things, an economic upturn in the country and this was reflected in the funds that the Community Welfare Association was able to raise. The Community Chest was called the War Chest from 1942 to 1945, and the association campaigns were able to raise over \$100,000 during these years. After 1950 the association saw consistently larger amounts of funds raised. The 1950 campaign was able to raise just over \$100,000 and by 1973 the campaign raised \$500,000. By the year 2000 the campaign raised 2.7 million dollars.

The mission of working effectively with people and resources to meet the human service needs of the community has not changed since 1927 but the organization has changed over the years. In 1957 the Community Welfare Association became the United Fund of Fargo. In 1958 Moorhead organized a united

fund in their community. In 1964 the Moorhead and Fargo United Funds merged to become the United Fund of Fargo-Moorhead. In 1967 the organization became the United Fund of Fargo-Moorhead-Dilworth when Dilworth, Minnesota joined. In 1973 the United Fund changed its name to the United Way and in 1974 West Fargo joined the organization. In 1976 the United Way of Fargo-Moorhead-Dilworth-West Fargo became United Way of Cass-Clay

As of the year 2000 the funds raised by the United Way of Cass-Clay support fifty-two human service programs through thirty-six member agencies. The continually increasing support of the organization by the Fargo and Moorhead communities reflects their ability to organize volunteers and staff and direct resources to serve the people of Cass and Clay counties.

SCOPE AND CONTENT

The United Way of Cass-Clay Photograph Collection is comprised of photographic prints, slides, and negatives. The photograph prints have been broken down into three series; the **Event Series**, the **People Series**, and the **Community and Organizations Series**. The photographic prints are followed by the **Slide Series**, and they are followed by the **35mm Negative Series**.

The majority of the photographs in the **Event Series** are color snapshots taken at various events from the mid-1980s and early 1990s. The photographs that are pre-1970 are more formal black and white photos professionally taken. They cover various United Way/United Fund events, including dinners, awards, campaign kickoffs, and other fund raising events.

The **People Series** include portraiture and snapshots of United Way executives and volunteers. Of special interest is a series of photographs of Jim Adelson, KXJB-TV news anchor.

The **Community and Organizations Series** features photographs of various community organizations and people that are served by the United Way. This includes the Boy Scouts & Girl Scouts, Camp Courage, Fargo Union Mission, Florence Crittenton Home, Nokomis Child Care Center, North Dakota House of Mercy, Red Cross, and the YMCA/YWCA.

There was a large number of slides in the United Way collection. Some were originally housed in slide boxes and in envelopes. Several slide shows were still in the slide carousals at the time of donation. In these cases the slides were kept in their original order, and the title of the slide show, and label on the envelope/box was maintained and they are listed as part of the **Slide Series**. There were also a number of slides that were loose within the donation. A survey of these slides found that a number of them were duplicates, of poor quality, or commercially produced. If this was the case they were removed from the collection. Those that remained were identified by organization or topic.

The final series in the collection is the **35mm Negative Series**. This series contains both black and white and color negatives. Each sheet contains a negative film strip maintained in the original order. Most of the negatives correspond to snapshots found throughout the collection. They were all taken in the 1980s and 1990s.

FOLDER LIST

FOLDER	Contents (no. of items)
1	Finding aid
	Event Series
2	Community Chest, 1949 (1)
3	Community Chest, 1956 (2)

- 4 Campaign Dinner, 1950s (1)
- 5 United Fund Campaign Awards, 1960s (9)
- 6 Campaign Dinner, 1960s (8)
- 7 United Appeal, 1969 (3)
- 8 Campaign Kickoff, 1975 (45)
- 9 Campaign, 1976 (9)
- 10 Thanks-A-Million, 1980s (12)
- 11 Holiday Clearing Bureau Volunteer Expo, 1985 (8)
- 12 Great Community Celebration, 1986 (15)
- 13 60 Years of Sharing banquet, 1987 (16)
- 14 Great Community Celebration, 1987 (57)
- 15 Laff Olympics, 1988 (8)
- 16 Great Community Celebration, 1988 (36)
- 17 Great Community Celebration, 1989 (49)
- 18 Holiday Clearing Bureau Booth, 1990 (5)
- 19 Rat Race, 1990 (23)
- 20 Laff Olympics, 1990 (30)
- 21 Great Community Celebration, 1990 (86)
- 22 Dunk Tank Fundraiser, 1991 (11)
- 23 Campaign, 1991 (35)
- 24 Halloween Fundraiser, n.d. (8)

People Series

- 25 United Fund – members 1960s (6)
- 26 Jim Baccus (3)
- 27 Portrait headshots (52)
- 28 Jim Adelson, KXJB-TV (13)
- 29 Loaned Executives, n.d. (11)
- 30 Loaned Executives, 1987, 1989 (5)
- 31 Fund Contributors, 1987 (8)
- 32 Service Volunteers, 1985 (31)
- 33 Service Volunteers, Misc. (11)

Community and Organizations

- 34 Boy Scouts & Girl Scouts (7)
- 35 Big Brothers & Big Sisters Program (2)
- 36 Camp Courage (12)
- 37 Children – Misc. (12)
- 38 Elderly – Misc. (7)
- 39 Elderly – Senior Companions (4)
- 40 Fargo Union Mission (1)
- 41 Florence Crittenton Home (1)
- 42 Nokomis Child Care Center (1)
- 43 North Dakota House of Mercy (1)
- 44 Red Cross (3)
- 45 YMCA & YWCA (6)

Slide Series

Slide 1 – Slide 23	“Thanks To You”, 1977 (Tape 583)
Slide 24 – Slide 78	1 st “Thanks To You” Picnic, 1982
Slide 79 – Slide 105	Thank You Volunteer Promotion, AIU Presentation, 1986
Slide 106 – Slide 251	1986-1987 United Way Volunteers
Slide 252 – Slide 282	1986 Tribute To United Way Volunteers
Slide 283 – Slide 317	Tribute to the United Way Volunteers, 1988?
Slide 318 – Slide 365	Great Community Celebration, 1988
Slide 366 – Slide 372	Great Community Celebration, 1989
Slide 373 – Slide 422	September 1989
Slide 423 – Slide 432	The Village
Slide 433 – Slide 444	Laff Olympics
Slide 445 – Slide 461	Sally Hilleboe
Slide 462 – Slide 481	Hot Line
Slide 482 – Slide 483	Nokomis Day Care
Slide 484 – Slide 504	Girl Scouts and Campfire
Slide 505 – Slide 535	Red Cross
Slide 536 – Slide 543	Boy Scouts
Slide 544 – Slide 576	YMCA
Slide 577 – Slide 596	Big Brother, Big Sister Program
Slide 597 – Slide 606	“Friends” Program
Slide 607 – Slide 609	F-M Activity Center
Slide 610 – Slide 634	Vocational Training Center
Slide 635 – Slide 657	Health Services
Slide 658 – Slide 660	Courage Center
Slide 661 0 Slide 662	Children’s Home Society of Minnesota
Slide 663 – Slide 668	Salvation Army
Slide 669 – Slide 743	1976 Slide Show
Slide 744 – Slide 806	1977 Slide Show “Sharing – Caring”
Slide 807 – Slide 878	1978 Slide Show “United Way Man” (Tape 588)
Slide 879 – Slide 892	1979 Slide Show “United Way 1,000 Cycle Tone”
Slide 893 – Slide 945	1980 Slide Show “Your Gift of Today #2” (Tape 589)
Slide 946 – Slide 996	1980 Slide Show “Your Gift of Today #3”
Slide 997 – Slide 1055	1981 Slide Show “Because The Need Is There”. (Tape 591)
Slide 1056 – Slide 1088	1985 Presentation
Slide 1089 – Slide 1205	“Family of Love” Slide Show
Slide 1206 – Slide 1231	“Do You Ever Wonder?” Slide Show
Slide 1232 – Slide 1250	Arthritis Presentation
Slide 1251 – Slide 1255	Cystic Fibrosis
Slide 1256 – Slide 1276	Physically Handicapped People
Slide 1277 – Slide 1284	Hearing Impaired Children
Slide 1285 – Slide 1294	Mentally Handicapped
Slide 1295 – Slide 1321	Counseling (Family & Individual)
Slide 1322 – Slide 1328	ARC of Clay County
Slide 1329 – Slide 1332	Alcohol Outreach
Slide 1333 – Slide 1334	MISCCA Day Camp
Slide 1335 – Slide 1363	Scenery – Aerial views – Countryside views
Slide 1364 – Slide 1374	United Way Picnic
Slide 1375 – Slide 1379	SENDCAA

Slide 1380 – Slide 1388	Svee Home
Slide 1389 – Slide 1414	Fraser Hall
Slide 1415 – Slide 1426	Luther Hall
Slide 1427 – Slide 1431	Old Fargo-Moorhead
Slide 1432 – Slide 1447	Fargo-Moorhead Buildings
Slide 1448 – Slide 1471	This-N-That Shop, Moorhead
Slide 1472 – Slide 1484	Volunteers – United Way Groups
Slide 1485 – Slide 1487	Volunteers for Community Service
Slide 1488 – Slide 1506	Individuals
Slide 1507 – Slide 1509	Babies
Slide 1510 – Slide 1523	Crowds – Groups of People
Slide 1524 – Slide 1544	Elderly
Slide 1545 – Slide 1561	Children
Slide 1562 – Slide 1595	H. L. Teens
Slide 1596	Information & Referral Service sign
Slide 1597 – Slide 1601	F-M Indian Center
Slide 1602 – Slide 1605	Lutheran Social Service
Slide 1606	Boy Scouts of America sign
Slide 1607 – Slide 1608	Children’s Village Family Service signs
Slide 1609 – Slide 1615	ARC of Clay County
Slide 1616 – Side 1617	Catholic Family Services
Slide 1618 – Slide 1621	SENDCAA sign
Slide 1622 – Slide 1624	Clay-Wilkin Opportunity Council
Slide 1625	United Way Office
Slide 1626 – Slide 1628	YWCA
Slide 1629 – Slide 1632	Red Cross
Slide 1633 – Slide 1635	Lutheran Activity Center
Slide 1636 – Slide 1639	This-N-That Shop & Volunteers for Community Service
Slide 1640 – Slide 1645	New Life Center
Slide 1646 – Slide 1661	Courage Center
Slide 1662 – Slide 1668	Misc. Fargo scenes
Slide 1669 – Slide 1706	United Way/United Fund Logos
Slide 1707 – Slide 1726	Agency Signs and symbols
Slide 1727 – Slide 1739	Annual Meeting
Slide 1740 – Slide 1784	United Way Banquet
Slide 1785 – Slide 1786	Meetings
Slide 1787 – Slide 1789	Research
Slide 1790 – Slide 1798	Budget Forms
Slide 1799 – Slide 1854	1984 Volunteer Committees

35 mm Negative Series

Neg. Sheets 1-10
Neg. Sheets 11-20
Neg. Sheets 21-30
Neg. Sheets 31-40
Neg. Sheets 41-50
Neg. Sheets 51-60
Neg. Sheets 61-70
Neg. Sheets 71-80

Neg. Sheets 81-89