

A Federation of Philanthropies

would provide for the donor

A year book setting forth the work and needs of every institution and organization within the Federation and operating within the city limits.

An assurance that these organizations were doing their best to improve their accounting, reporting and administrative methods.

A method of contributing, adequately and with thorough understanding, to city-wide needs without the undue waste of time often occurring at present.

The success of the Neighborhood Workers' Associations and their Council in co-ordinating outdoor relief is an earnest of success in the wider fields of a Federation of Philanthropy and Charity.

If you have not received a copy, telephone Main 3620 for the pamphlet "Toronto Gives."

EFFECTIVE CITIZEN CO-OPERATION

WHAT IS EVERYBODY'S BUSINESS SHOULD
BE EACH BODY'S BUSINESS

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"TORONTO GIVES"—Story No. 2

The three main general administrative problems of every undertaking are :

What work needs to be done ?

What would it cost to do this work ?

How should the necessary funds be raised ?

Toronto—the community, as distinct from the municipality—has no community machinery for

Deciding its annual welfare needs ;

Estimating what it should cost to meet these needs ;

Making a co-ordinated plan for raising the funds.

Is it not clear

That city-wide needs cannot be arrived at by simply adding up the items in the programmes of the various welfare agencies, whose vision may be limited to their particular activities and who may not grasp the whole welfare field;

That the cost of community needs cannot be determined by simply totalling the proposed budgets of the various welfare agencies, as some may overlap the fields of others and as some fields may not be covered at all;

That the best way of raising the funds is not necessarily the way the funds are now raised by the individual agencies—either from the standpoint of increased citizen interest or effective citizen contribution

?

Should not all private institutions and individuals interested in public welfare, therefore, pool their resources of

Enthusiasm

Special Knowledge

Money

so as to ensure, as far as may be,

**That everything is done
which should be done;**

**At a cost commensurate
with the services rendered;**

**In a way least burdensome
in time and money and
most productive of broad
interests and satisfaction
based on a knowledge of
facts?**

The proper raising and expenditure of philanthropic funds, whether public or private, is YOUR problem because

the community's resources are limited, and every dollar spent on something which is not needed means a dollar taken from something which is needed