



NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

SEVENTEEN NINETY BROADWAY NEW YORK, N.Y. 10011

1973 HOLIDAY SEAL CAMPAIGN

November, 1973

Dear Friend:

In the coming year approximately three million people will be born in the United States. Of these, about fifteen percent will be non-white. What can we predict about them?

What we do know is that some will be better off than their parents and that others will be able to surpass much that their grandparents dared dream. The NAACP has given more than 60 years of hard and dedicated work to this goal, and we have given martyrs to it, too. But what about all those who are not better off, the countless many who will still be trapped in ghettos and in rural poverty? Will they suffer neglect because their mothers are working or burdened with care? Will they grow up in blighted dwellings, overcrowded and unsanitary? Will they endure malnutrition? Will their schooling be indifferent or less? Will they then also be afflicted with racial separation and humiliation? Does anyone care?

The NAACP cares. Last year we spent over \$4,000,000 on programs dedicated to opening a future to lives that have been blighted for too long by social injustice. The money that so many of you gave us went into housing, employment opportunities, day care centers, feeding programs, veteran counseling, and court fights -- always the long and costly court battles that must be won in order to force unwilling bigots to recognize that equality is for everybody. The cost of victory, like a lot of things, runs high. And the NAACP cares enough to keep at it even when we can't pay our bills.

We hope that you care, and we believe that you do. We ask you to give your dollars so that we can help keep some of America's promises that are long overdue -- the promises of a full life in a free society, of equal opportunity to live, learn and work with the same aspirations as others enjoy, the promise of dignity as guaranteed in the Constitution which is so often spurned. Every penny you can spare keeps us in there where the fight is thickest. Your support is our strength in the long struggle ahead.

Please be generous in the Holiday season. We need your help.

Sincerely,

Lena Horne, Chairman
Holiday Seal Campaign