

# NAACP SPECIAL CONTRIBUTION FUND

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ACTION, EDUCATION, EMPLOYMENT, HOUSING,  
YOUTH WORK AND PUBLIC INFORMATION

1790 BROADWAY

NEW YORK, N. Y. 10019

245-2100

February 7, 1972

Dear Friend:

The continuing war against inequality and oppression is being waged by the NAACP on two fronts. Most concerned Americans know of our historic struggles to transform national policies and institutions through the courts, the Congress and the Executive branches of government. In the past half-century most of the landmarks of racial progress have resulted from NAACP leadership and hard work.

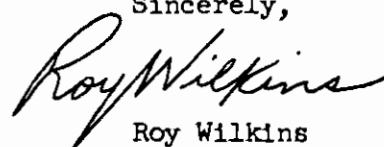
In contrast, few Americans are familiar with our grass roots efforts to aid black Americans in their individual and community struggles for a fair share of the American promise. For decades, for example, the NAACP has led the assault on behalf of the Negro franchise. After winning the battle to eliminate the poll tax and fraudulent "literacy" tests, we organized the largest continual voter registration and education campaign in the nation. By far, the lion's share of Negro registration has been achieved by the NAACP.

The rise of Negro migration from rural to urban areas in recent years has given impetus to our present focus. With 10 million Negroes now living in the urban ghettos, largely outside the South, the NAACP has shaped and implemented a series of programs to confront the problems of black ghetto dwellers. The enclosure summarizes many of these programs dealing with the "gut" problems--unemployment, lack of skills, crime, hunger, inferior education, slum housing. It doesn't take a social scientist to perceive how they are all interrelated and how racial discrimination plays a strong role in producing each of them.

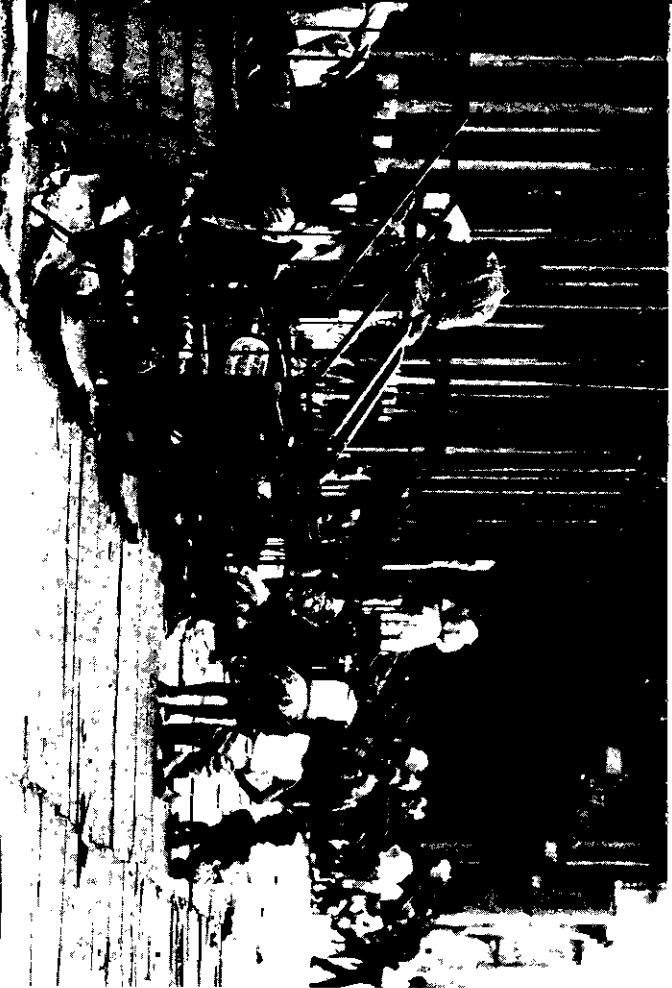
New government policies, both federal and local, have sought reduced expenditures largely at the expense of the poor, particularly the black poor, and the recession has curtailed private funding for other programs of Negro advancements. It is clear that the NAACP will have to carry an even greater burden at the local level. We shall continue our national struggle against those racist institutions and policies which deny Negroes their rights as first class citizens. At the same time, we hope to expand our efforts locally to give Negroes in the urban ghetto the chance to earn a decent living, obtain a quality education, and live in a safe, clean environment.

Our record of 63 years is proof both of our intent and of our capacity to deliver. But we need your help now in the form of a generous contribution. Please give today--as much as you can. You can be assured that we shall translate your gift into concrete deeds, not empty rhetoric, because while others talk, we do.

Sincerely,

  
Roy Wilkins

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*Journey*  
*from*  
**DESPAIR**  
*to*  
**HOPE**

*the story of the*  
NAACP's  
COMMUNITY  
ACTION PROGRAMS  
IN THE  
INNER CITIES



NAACP CHILD DAY CARE CENTER, JAMAICA, NEW YORK



## *Dealing with the Gut Pro relev*

According to the 1970 census, nearly half of the nation's blacks are now living in 50 urban areas, one third of them in 15 big cities. Conversely, the proportion of Negroes in the South has declined to 52 percent of the total Negro population.

The exodus of Negroes from rural Southern locales to the major American cities, including such Southern metropolitan areas as Atlanta, Houston, Dallas, New Orleans, and Memphis, has long been recognized by the NAACP. During the 1960's the Association began to devote ever-increasing amounts of its resources to the solution of Negro problems in the major cities. By the end of the '60s, roughly half of the Association's personnel and funds were being expended in the big cities, largely outside the South.

The term most in vogue these days for such an allocation of resources is "relevance." Relevance has been our middle name for 63 years, but we have always preferred to do rather than to posture or talk. In the past few years, the Association has established a sizable—and rapidly-growing—network of local services and programs in the inner cities designed to serve the vast numbers of Negroes who reside there. These programs have all been initiated by our local branches to meet critical needs as perceived by the community itself. Skilled technicians and organizers from the Association's national office have provided the know-how and skill to pull the programs together, find sources of funding, and demonstrate methods of effective operation. Where no adequate resource or agency or program existed, the Association's program staff created one. Where other agencies or organizations had the resources, the Association provided the crucial link between the black community and the agency itself.

**DOWN TO GRASS ROOTS: THE NAACP'S CO**

# blems: ance is our middle name

Following is a selected list of some of the NAACP's local programs helping the black communities across the nation to cast off the shackles of racial discrimination and to achieve our full share of the rights and benefits of America. They cover the gamut from day care centers to feeding programs for children to locally-sponsored low and middle income housing to a broad spectrum of job recruitment and training programs. They deal with the gut problems — unemployment, drug addiction, hunger, illiteracy, slum dwellings, crime—in short, with the complex and almost overwhelming problems of the burgeoning inner cities as compounded by our traditional attitudes of racial discrimination.

Extensive as these local efforts have become over the past three years, they need to be duplicated many times over if they are to meet the desperate needs of some ten million black Americans struggling to survive in our decaying cities. Their needs have become more urgent in the past three years as the policies of the federal government have shown themselves to be less concerned with or sensitive to the plight of our nation's 30 million poor, one third of them black. It is an understatement to observe that federal priorities have been reversed at the expense of our nation's urban poor, mostly Negro.

The current recession has compounded our difficulties since many sources of private funding have also dwindled. Yet there are many opportunities to tap private local initiative, with sufficient expertise and professional help which the NAACP national program staff can provide. Our experience is that we can bring enormous returns on modest investments — often ten or twenty times the amount put into a project.

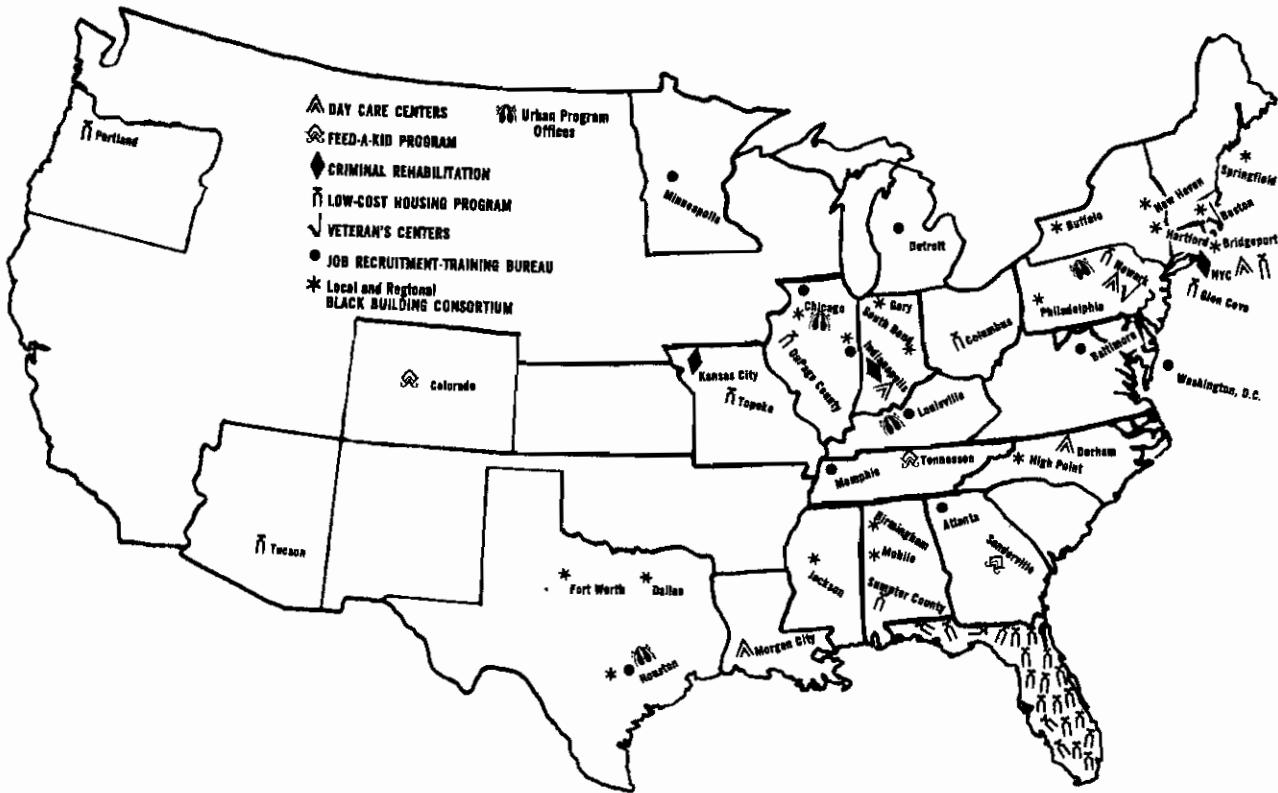
Here is what we have done so far and how we have done it.

(Photo by Gertrude Samuels, The New York Times.)



## COMMUNITY SERVICES

# NAACP LOCAL COMMUNITY PROJECTS



## THE NAACP: WHILE OTHERS TALK-WE DO

The foregoing summary of our local projects to aid Negro Americans in the inner cities reveals a dimension of the NAACP that is less publicized nationally. While the NAACP continues to lead the struggle across the nation to transform America's historic racial attitudes by changing our institutions, we are working simultaneously on a myriad of local fronts—where the people are—to help Negroes obtain a full and fair share of the American promise. Both struggles are necessary and vital.

All of the programs described within this folder are supported by the NAACP's tax deductible Special Contribution Fund. Even as this folder is

being printed, several new projects are getting underway. Our Youth Councils are formulating a drive to counter drug addiction among ghetto youth. The same young black men and women are expanding a national campaign to register 18-to-20-year-olds to vote in the next election. The degree to which these and other programs designed to help Negro Americans to help themselves will succeed is, to a large degree, dependent upon your support. With sufficient funds, we can make significant inroads against the bulwarks of racial discrimination. Please help the fight for full freedom by contributing today to the NAACP Special Contribution Fund.

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1790 Broadway, New York, N.Y. 10019

Contributions to the NAACP Special Contribution Fund are tax-deductible.

