



Telephone: (212) PLaza 1-0300

National Urban League, Inc.

Building for Equal Opportunity

55 East 52nd Street, New York, N.Y. 10022

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Dear Friend:

I am writing to ask your help in the Urban League's effort to bring stability to our cities and create a climate of dignity and brotherhood in place of deprivation and distrust.

Last year brought us all a troubling sense of dislocation. It brought real anxiety about crucial issues on the domestic and international scenes affecting every citizen. And there seems to be a growing sense of alienation, a lessening in the faith and dreams that bound us together.

And to many of the poor and the black people of our land, 1973 brought desperation.

Federal human services programs have been cut back or ended, with terrible results for the poor of all races. More than ever, an increasing responsibility for alleviating the burdens of poverty has fallen upon non-profit agencies such as the Urban League. Now, more than ever, we must help the hungry child whose one decent meal disappears when his school lunch program is cancelled; the mother forced on to welfare by the closing of her toddler's day care center; the men unemployed because our economy has neglected them.

Now more than ever we need your help to carry on and expand our work in the fields of job training, housing, education, health and nutrition services, day care, citizenship education and veterans affairs.

At the National Urban League we have been responding faithfully and creatively to the needs of minority people for 62 years. By working together we can give all America's children equal opportunity to contribute to her economic recovery and moral strength. Together we can re-establish the ideals and rekindle the spirit which launched this country on its historical search for justice nearly 200 years ago.

Please read the enclosed brochure carefully and send in your gift -- as generous as you can make it -- TODAY.

Yours sincerely,

Vernon E. Jordan, Jr.
Executive Director