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Bryn Maur's Head



## The Welfare Federation Is a Proven Success!

More persons have been reached and helped through its efforts than through any one charitable organization of the kind in the United States in any one yea

The overhead expense of financing the 124 institutions that make up its membership has been reduced to a lower percentage than was possible while operating independently

This means that a greater share of the dollar you gave the Federation last year reached the needful person than would have reached them under any other plan.

As a result of twelve month's work, ending September 1, 1922, there are 723,160 persons who have cause to thank the Federation because it helped them.

Another 60,759 persons have cause for gratitude because the money they gave was spent wisely and efficiently

Their contributions totaled $\$ 2,070,15383$. It was distributed among 29 hospitals and health organizations; 27 children's homes and societies; 11 homes for the aged, homeless, etc.; 10 family welfare and relief organizations; 6 protec tive and preventive organizations; 27 community organizations, and 14 organiza tions of a general welfare nature

The success of the Federation is attested by the management of every one of the membership organizations.

It is seconded by the hungry who received $1,683,132$ free meals; by the homeless who received 337,023 free lodgings; by 6568 orphans, destitute or dependent children who were cared for, and by those who received 601,464 free treatments in dispensaries.

These figures represent but a part of the Federation's success, for many of its member organizations devote their efforts to preventive, rather than corrective work.

## The Federation Dollar



The Federation Dollar represents the best investment you can make with the money you give to Charity

Under the old plan it was not uncommon for more than 30 cents of each dollar to be spent for financing.

The campaign last year cost $21 / 4$ per cent of the money raised, and the total expenditure for organization and finance for the 124 institutions for the year was 6 per cen

In other words, 94 cents out of every dollar went into the work.
Important as is the economy in money, of greater magnitude is the benefi 0 the institution and those to be reached. Freed of the necessity of raising they are created. The wolf has been hept from the do the service for which

## Second Annual Campaign

 Begins MondayTHE WELFARE FEDERATION OF PHILADELPHIA

