

Speech by Robert Morgan
Attorney General of North Carolina
United Fund Kickoff Breakfast
Pasquotank United Fund, Inc
Elizabeth City, North Carolina
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It is a pleasure for me to be in Elizabeth City this morning and to have an opportunity to participate in such a worthy county-wide effort. I know that in every sense of the word this is a "united" effort and that working together in the same spirit which has prevailed here in the past you will make your goal, just as you have for the past two years.

You know, it's United Fund time all over the State, and I am especially conscious of this because we in State government in Raleigh play a major role in the Wake County campaign. Carroll Leggett of my office is heading the United Fund effort for a number of State agencies, and we have just kicked-off our own program in the Department of Justice.

As always when we begin to meet to create the enthusiasm and singleness of purpose so vital to the success of the United Fund, we tend to

Speak in terms of goals, dollars, organization and needs. This is fine, for people must understand the task they are about.

For example, here in Pasquotank County, it is important that all your workers realize that you have an ambitious goal and that you are proposing the single largest increase in giving in approximately 10 years. It is important that you understand who is expected to give, and by when, and how that money is to be collected and accounted for.

But, it is certainly equally important, if we are to be successful, to understand that the real meaning of this meeting, and the many meetings to follow, is the people we seek to help. In Wake County, this means, to us, thousands of boy scouts and girl scouts who would never enjoy the thrill of camping without the aid of the United Fund;

People who would never receive aid and comfort through the Red Cross organization without

a United Fund;

Young boys who would never learn the fundamentals of citizenship or brotherhood except for the Boys Clubs;

People who would never receive help and treatment for physical handicaps - handicaps resulting from a dreaded disease or even the abuse of drugs - without a United Fund.

In Wake County, United Fund means a home for children born with severe birth defects which rule out any hope for a normal life.

I am sure that here in Pasquotank County, the United Fund means some of these same things and that, on the other hand, you have some programs which are special to you and perhaps have only local significance. But, the people to be helped are significant for there is no doubt that people, wherever they are and whatever their needs, are God's most precious creation.

Wherever we live, I think we realize that our people are the strength and fiber that account for the successes of our communities and assure us of a better and more prosperous tomorrow. Wherever we live, I think we realize that our communities, our towns, our counties are no greater than the poorest of the poor or the weakest of the weak. I think we might well say, then, that throughout North Carolina our United Fund drive should be designed to help "the weak grow strong and the strong grow great."

North Carolinians by their nature are willing to work together to do just this. Unlike the people of some areas of our nation, we, by tradition and upbringing, have concern and compassion for our neighbors and the energy and determination to see that we make a reality of the dream of North Carolina's own Tom Wolfe who summed up the essence of the democratic spirit we all love so much by saying:

"To every man his chance,
to every man, regardless of his birth,

his shining golden opportunity -
to every man the right to live, to work,
to be himself, and to become whatever
thing his manhood and his vision can
combine to make him ..."

Many people say with pride that their
philosophy of life is "live and let live." I
guess this is all right, but I believe that the
people of North Carolina have a better philosophy
than this. I believe that the people of Pasquotank
County, and especially those of you gathered here
today, have improved considerably on that philosophy
and that you would not say "live and let live";
you would say "live and help live."

This is your way of looking at the needs
and hopes of your neighbors and, needless to say,
this is the United Fund way. And this is the way
that your county will continue to make progress
in this new day.

The poet Edwin Markham sums it up very
well this way in a poem titled very appropriately:

LIVE AND HELP LIVE

"Live and let live!" was the call of the Old -
The call of the world when the world was cold -
The call of men when they pulled apart -
The call of the race with a chill on the Heart.

But "Live and help live!" is the cry of the New -
The cry of the world with the Dream shining through -
The cry of the Brother World rising to birth -
The cry of the Christ for [brotherhood on] earth.

You have set your goal this year at \$84,980.
This is an ambitious goal, of course, but my
experience has been that the people of this county
are ambitious people.

You will achieve this, I know, because you . . .
realize, as I do, that it is more than simply a
measure of dollars and cents given. It is, in a
very real way, a measure of a community's conscience
and a way of saying in a very tangible way that
community spirit is strong, our goals are high and
that we are aiming for a better life for all our
people.

Of course, attaining your goal is important to the people who will directly be served by the programs supported by the United Fund. We said only a few moments ago that this is what the United Fund is all about - people. But, as a measure of the community's conscience, it is important for other reasons.

Potential industry, looking for new sites to locate - good, quality industries - look for community spirit as a requisite for locating there. They want the people they bring into your area to be happy, to be involved, to be a part of a vital, progressive community. Industry knows that when their people are involved in worthwhile activities away from the job that they will be more productive on the job.

The leaders of industries also must believe that the people among whom they are going to settle are problem solvers. They know that sooner or later problems will confront the community which affect either the economy of the region - about which they have every right to be concerned - or

the people they employ. Before industry is willing to relocate in an area, there must be evidence of the kind of problem-solving ability and community spirit which a successful United Fund drive demonstrates.

We live in a world of "grants." Those of you who are involved in planning programs for the improvement of law enforcement, or housing, or education, or programs for the elderly, or many others know that so often community resources alone are not enough to meet the need and that we have to rely upon additional resources or "grants" from federal or state government or private groups.

These grants flow more freely to communities where it can be demonstrated that the people of the community itself are concerned, where there is a community conscience and where there is a "measure of the community conscience" such as a highly successful United Fund drive. Grantors then know that solid programs begun with grants from outside the community have a good chance of being continued through local interest and support - that

the original funds will, in fact, serve as seed money to prompt action within the local area itself.

Young professional people, as never before, are looking closely at the communities in which they are considering settling. United Fund drives which meet their goals year after year indicate to these young people that the area is alive, active and that it is on the move. I don't have to tell you that this is the kind of county which attracts young people today - today when every area of the State is bidding for their talents and the contributions they can make to the growth and progress of any region.

I understand that 70% of the dollars contributed to the Pasquotank United Fund is distributed to youth-oriented agencies. Certainly this is good, because again, this figure stands as a measure of community conscience, a measure of your concern for our young people and the problems of youth. It is one thing to talk about the necessity for giving all our youngsters a sound start in life; it is another thing to provide the resources to do this through giving the United way.

Some have suggested that we take a "live and let live" attitude toward our young people. In my opinion, this is not the answer to any of the problems of youth; it is a device to keep from coping with them. We must "live and help live" in a way that enables our young people to maintain their individuality while developing into citizens who understand both their rights and responsibilities as citizens of this State and Nation.

I thank you for letting me come and be with you this morning. I have many friends here in this county and in Elizabeth City. I know the kind of people you are. I know that your philosophy of "live and help live" will carry you to your goal, letting everyone see that the United Fund in this county is truly a measure of this community's conscience.