

IMPORTANT

No doubt you're aware of just how important the United Way is to this community. You're aware of the vital services provided by the 145 charities supported by the United Way. But you're probably not aware that we need \$5 million more to meet our needs this year. 1.8 million people in Southeastern Michigan are counting on you, and they simply can't afford to go without. That's why we're asking you,

PLEASE join us in an unprecedented effort to raise the needed funds. If you've already given, thank you.

But during this difficult time, please consider giving a little more. If you haven't pledged yet, please

CALL our toll-free hotline.

Unless we raise the necessary funds, many of the charities that we support will be forced to cut back their efforts that help the elderly, the abused, the homeless and the handicapped. So please call

1-800-456-3729.

Call today. Only you can make the difference. With your help, we've already raised \$56 million, but that's \$5 million less than we raised last year. And more people need our help now than ever before. So please call 1-800-456-3729

TODAY.



**STILL THE BEST WAY
TO SHOW YOU CARE.**

Your ^{THE}
Observer & Eccentric
NEWSPAPERS

IS SPONSORING THIS MESSAGE IN THE INTEREST OF THE GREATER DETROIT COMMUNITY. UNITED WAY TORCH DRIVE CONTRIBUTIONS ARE NOT USED TO PAY FOR THIS AD.
1212 GRISWOLD, DETROIT, MI 48226 - UNITED WAY SE