

REMARKS ON THE AUDITORS' REPORT

Some of our members have remarked that they do not feel it necessary to receive the Auditors' Report. Why, then, do we send it out? The reason is two-fold: (1) many of our contributors appreciate receiving this detailed report as it is the only way they can get a picture of the relation of CORE financing to CORE action; and (2) National CORE depends upon the support of its contributors and believes that the trust which CORE members have in the Staff should be given the benefit of a statement from an independent source. As you may know, the firm of Apfel & Englander is well known for its specialization in the nonprofit field.

I should like to anticipate some of the questions which often come to us. First, a system of functional accounts is used because it relates expenses to the purposes for which expenditures are incurred. If you prefer nominal accounts, turn to the back page of the report and you will find the nominal accounts at the left, with each total allocated to *function* by heading across the top.

The most frequent criticism we get is that Membership Maintenance and Recruitment is a high figure. It is important to stress that we allocate to this item both salary and bookkeeping charges (see page four). A significant factor is the size of the average contribution: it costs less proportionately to handle large contributions. The average contribution to CORE is small. The most important single factor, however, is growth. You will note that Recruitment cost more than twice the charge to Maintenance. Yet Recruitment is vital to the future of CORE: a number of our new active groups developed because past mailings had turned up enough interested people in a particular city so that a CORE group could be formed. When we ask our mailing list members to take action, write a letter of protest, etc., it is twice as effective as one year ago because Recruitment campaigns have doubled the number of CORE's National Members and Contributors.

Another question we get is: "Why carry Holiday Cards since they do not produce a profit?" First, we expect that the Cards will eventually show a profit. Second, this is one of the limited means we have to spread the name of CORE far and wide: it results in increased membership. One of our new groups is being formed by a man who first appeared on our list as a Card purchaser. Third, the loss on the Cards is more apparent than real: salary charged to Cards would have been incurred in any case; cards ordered and paid for, but left over, will be sold in future years. With increased promotion and an offering of four cards instead of two, we anticipate some profit on cards for the current year.

Why a Reserve Fund? Income to CORE is most irregular. Rapid growth has meant greatly increased costs. It is very difficult under such circumstances to have any financial stability. The Reserve Fund has served this function for several years. Unfortunately, we contemplate almost utter depletion of Reserves by Labor Day 1959. It will be important to replenish this Fund if the year's program is not to suffer sudden, unplanned cut-backs.

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REPORT

TO

**CORE MEMBERS
AND FRIENDS**

(CORE Year, June 1, 1958 to May 31, 1959)

by

James R. Robinson
Executive Secretary

(For Explanatory Remarks on the Auditors' Report,
see last two columns on the back.)

CORE — Congress of Racial Equality
38 Park Row • New York 38, N. Y.

EXECUTIVE SECRETARY'S REPORT

The year ended May 31, 1959 was the year of greatest development in the whole history of the Congress. The number of affiliated local action groups doubled; national membership doubled. Income more than doubled, but so did expenses. The following sections will give you the highlights without much of the detail. For the story of the varied action carried on by our local groups, consult the *CORElator*. In general, even the older groups were far more active this past year, possibly partly because of the stimulation of a larger national organization.

STAFF DEVELOPMENT:

The year opened with only two full-time employees, James T. McCain as Field Secretary, and James R. Robinson as Executive Secretary. Lula Farmer was spending many hours in the office and Jim Peck, *CORElator* editor, gave much of his time. On August 1, Gordon R. Carey of Los Angeles joined the field staff. By December, when it became evident that Lula Farmer would not be able to spend so much time in the office, a clerk-typist was hired—the first full-time clerical assistance we have had since we opened our office. Present staff is four full-time people.

CHAPTER DEVELOPMENT:

While one CORE affiliate (Pasadena, California) went out of existence, the following groups affiliated during the year: East St. Louis, Illinois; Charleston, West Virginia; Washington, D. C.; Columbia, South Carolina; Greenville, S. C.; Charleston, S. C.; Marion, S. C.; Spartanburg, S. C.; Norfolk, Virginia; Lexington, Kentucky; Boston, Massachusetts. In addition, after the close of the year, Miami CORE, formed in February, applied for affiliation. Several other groups were in the formative stages, but predictions about

their final success cannot be made at this time although several look very promising indeed.

What is clear is that CORE developed more local action groups this past year than in any other year of its history with the possible exception of its first year of existence.

PROGRAM:

The Richmond Pilgrimage for Integrated Schools on January 1st was a surprising success, with about 2,000 Virginians in attendance. Rev. Wyatt Tee Walker, Virginia State Director of CORE, and Field Secretary Gordon R. Carey can take the credit for CORE's vital part in this demonstration for integration.

Much of the groundwork for the forthcoming Interracial Action Institute to be held in Miami, Florida, September 5 to 20, was done during the year which ended May 31. It is, of course, too early to predict the success of this venture, but it is hoped that it will train a number of participants in nonviolent direct action so that they can return home with a new weapon to use in the struggle for an integrated America.

MEMBERSHIP MAINTENANCE & RECRUITMENT:

Maintenance: Less than 10% of the members at the beginning of the year were dropped by the end of the year. Some of these were dropped because of no response to national mailings, some died, but many were lost because they moved and did not leave a forwarding address. The proportion of old members responding to appeals during the year was distinctly improved over former years.

Recruitment: As the result of over 180,000 pieces of recruitment mail, over 4,500 new members were added to the national list. As some of the letters were sent late in the fiscal year, some 200 responses to such mailings will fall into the new fiscal year.

PUBLIC INFORMATION AND EDUCATION:

The *CORElator* was doubled in size, and the new format has been generally praised. Action stories have been so numerous that even with the increased size, editor Jim Peck has had difficulty getting all the news to fit in.

Public appearances by National Officers and Staff more than tripled.

The largest single item was the distribution of about 170,000 copies of Anna Holden's *A FIRST STEP TOWARD SCHOOL INTEGRATION*. This is three times the circulation ever before enjoyed by any CORE publication.

PUBLICITY AND PUBLIC RELATIONS:

This is one area which has been largely neglected in the past. Some improvements were made, particularly in relation to the publicity about the Virginia Pilgrimage. Local groups also got much better publicity than was our experience in the past. However, the Convention was convinced that CORE must be more active in this field if it is to be successful in communicating its unique technique to the public generally and to those interested in action in particular.

It was therefore determined to hire one additional full-time staff person to handle Community Relations, with some emphasis upon publicity, the use of mass media, etc.

CONCLUSION:

The success of the CORE year (June 1, 1958 to May 31, 1959) was phenomenal. It should foreshadow even greater growth to come. The largest single area of doubt involves finances: can we find enough additional support to carry a program which seems to be growing geometrically in its demands upon us?

Respectfully submitted,

JAMES R. ROBINSON

Executive Secretary

July 21, 1959