

Anne/AAFRC Communications
1957-1959

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to

ANNE

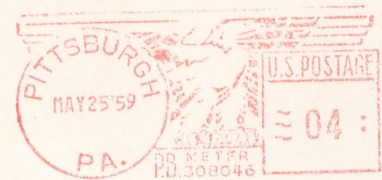
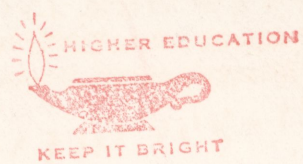


Whose contribution has been significant;
Graciousness & Loyalty & magnificent;

BON VOYAGE & GOD SPEED

23 May 1959

AAfRC



Miss Anne McCartney,
American Association of Fund-Raising Counsel,
500 Fifth Avenue,
New York 36, New York.

*K*ETCHUM, INC.
CHAMBER OF COMMERCE BUILDING
PITTSBURGH 19, PENNSYLVANIA

John
es

*K*ETCHUM, INC.

DIRECTION OF FUND-RAISING CAMPAIGNS
CHAMBER OF COMMERCE BUILDING
PITTSBURGH 19, PENNSYLVANIA

CARLTON G. KETCHUM
PRESIDENT

May twenty-fifth,
Nineteen fifty-nine.

Miss Anne McCartney,
American Association of Fund-Raising Counsel,
500 Fifth Avenue,
New York 36, New York.

Dear Miss McCartney:

I don't want you to fold up your tent and steal away without saying on paper what I have said face to face, that we are going to miss you very, very much, and that every one of us regrets deeply that you have decided to abandon us.

I am particularly sorry on my own account, because I have had a better chance to get acquainted with you and enjoy your fine spirit and unfailing helpfulness than most of the others have.

I hope your travels of the summer are going to be comfortable, interesting and joyful throughout, and that when they are over we shall be seeing you. I hope, too, that when you return to business life it will be some place where we can renew acquaintance.

Warmest regards --

Sincerely yours,

Carlton G. Ketchum





Whereas TO ATTAIN FREEDOM TO SEEK WIDER AND MORE ADVENTUROUS WORLDS, ANNE McCARTNEY HAS TENDERED HER RESIGNATION TO THE AMERICAN ASSOCIATION OF FUND-RAISING COUNSEL AND —

Whereas ANNE McCARTNEY HAS BEEN A WISE, LOYAL AND VIGOROUS WORKER FOR THE DEVELOPMENT OF THIS ASSOCIATION DURING THE PAST FIVE YEARS —

Be It Resolved THAT THE ASSOCIATION ACCEPTS THIS RESIGNATION WITH DEEP REGRET.

THAT THE ASSOCIATION EXPRESS TO ANNE McCARTNEY ITS SINCERE APPRECIATION FOR THE CONSTRUCTIVE EFFORT, AND JUDICIOUS EXERCISE OF HER UNUSUAL TALENTS FOR MANAGEMENT IN THE YEARS OF THIS ASSOCIATION'S DEVELOPMENT.

THAT THE ASSOCIATION RECORD ITS GRATITUDE FOR THE SPLENDID WORK DONE BY ANNE McCARTNEY IN RESEARCHING AND FURTHERING SYSTEMATIC COLLECTION AND DISTRIBUTION OF DATA RELATED TO PHILANTHROPY AND FUND RAISING.

THAT THE ASSOCIATION NAMES ANNE McCARTNEY AS AN HONORARY ASSOCIATE.

AND BE IT FURTHER RESOLVED, THAT WE SURE WILL MISS HER!

SIGNED

Bartholomew Selichman

PRESIDENT

Walter J. Smith

EXECUTIVE DIRECTOR

THIS EXPRESSION OF DEEP APPRECIATION IS PRESENTED TO
ANNE MCCARTNEY BY THE PRESIDENT OF THE AMERICAN ASSO-
CIATION OF FUND-RAISING COUNSEL AND THE EXECUTIVE COM-
MITTEE.

EXECUTIVE COMMITTEE

Robert M. Smith
Barth Branner
A. C. Gumbrecht

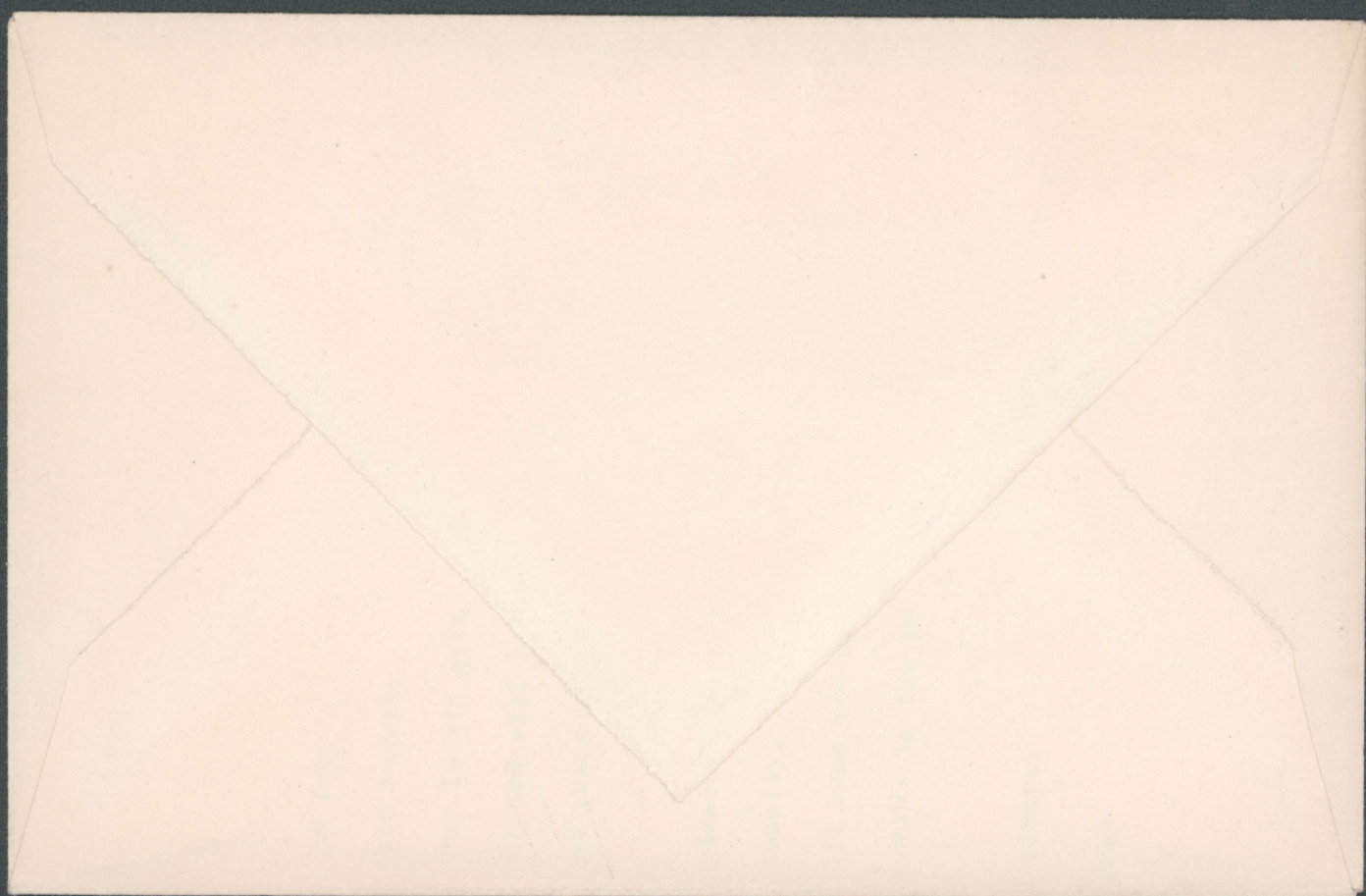
Harold T. Beaver
James C. Trostle
Herman D. Reinhardt
Alexander S. De Lator

ON BEHALF OF THE
MEMBER FIRMS

ADERTON-TROSTLE ASSOCIATES, INC.
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BEAVER ASSOCIATES, INC.
G. A. BRAKELEY & CO., INC.
BURRILL, INCORPORATED
COMMUNITY COUNSELLING SERVICE, INC.
COMMUNITY SERVICE BUREAU
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HOPKINS-MANSPEAKER ASSOCIATES
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KERSTING, BROWN & CO., INC.
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MARTS & LUNDY, INC.
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STAUDT ASSOCIATES
TAMBLYN AND BROWN, INC.
WARD, DRESHMAN & REINHARDT, INC.
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WILL, FOLSOM AND SMITH, INC.
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HONORARY MEMBER:
HAROLD J. SEYMOUR

HARRISBURG, PENNSYLVANIA
CHICAGO, ILLINOIS
CHICAGO, ILLINOIS
SAN FRANCISCO, CALIFORNIA
KANSAS CITY, MISSOURI
NEW YORK, N. Y.
DALLAS, TEXAS
NEW YORK, N. Y.
CHICAGO, ILLINOIS
EAST ORANGE, NEW JERSEY
NEWTONVILLE, MASSACHUSETTS
RYE, NEW YORK
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NEW YORK, N. Y.
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NEW YORK, N. Y.
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PHILADELPHIA, PENNSYLVANIA
READING, PENNSYLVANIA
NEW YORK, N. Y.
NEW YORK, N. Y.
NEW YORK, N. Y.
NEW YORK, N. Y.
MONTREAL, P.Q., CANADA
TENAFLY, NEW JERSEY





Dear Friends:

I will always look back at the kind farewell you gave me at the 1959 Annual Meeting with fond memories. I thank you for your gracious words and your lovely gifts.

The Steuben Glass is truly beautiful and will be a constant reminder to me of the five pleasant years which I spent in the offices of the AAFRC.

It has been a real privilege and pleasure for me to work with you and to know so many of you personally. ~~After I decided to~~ ^{when I leave} ~~know where I will settle down~~ I will send you my address and perhaps we can exchange Christmas cards in the years ahead. I hope so anyway.

Thank you again and best wishes, always.

Sincerely,

Anne McCartney
In appreciation



(Five weeks delivery)

This package contains the following articles.
If they are not complete or in good order, please notify us immediately.

2 CRYSTAL CANDLESTICKS

1 CRYSTAL BUD VASE

STEUBEN GLASS 5-6088
FIFTH AVENUE AT 56th STREET • NEW YORK 22



LOW BOWL WITH CANDLESTICKS, crystal garniture for the dining room

Candlesticks 7792D Height 9" \$90.00 pair
Bowl 7909D Diameter 11" \$60.00
(Smaller bowl 7967D Diameter 8" \$30.00)

COPY

July 3, 1957

Mr. David M. Church, Executive Director
American Association of Fund-Raising Counsel
500 Fifth Avenue
New York 36, N. Y.

Dear Mr. Church:

Our new fiscal year is starting, and with it I have come to the decision that I would like to resign. Please accept this as my resignation.

I feel that the time has come when I would like to seek a position with less responsibilities. I want you to know that I have enjoyed my work during the creative years of the Association, and also working with you, and I am grateful to you for your many kindnesses.

This is not done impulsively. I just do not feel that I have the strength to take on more responsibilities, and they are adding all the time as the Association grows. As we grow older, health becomes more important to us, and therefore, I feel I should like to seek a new position with less responsibility.

This is not easy to write. Believe me I do it with much regret, as I have a high regard for the Association and its members.

Sincerely,

Anne McCartney

Needless to say I will stand by to help and give assistance to person selected to replace me. As you know I am near by and will be available.

*Not effective thing
Mr. Church promised to stay
to stay then to provide
could not find much to do
to stay. Agreed*

July 9, 1957

Dear Mr. Church:

Yesterday you asked me to consider the matter of my resignation further, discuss it with you by Wednesday, give further reasons for my resignation, and also effective date.

I am giving this material in memorandum form because as you know, a woman's tears lie close to the surface, and it is better for me to write out my thoughts than to attempt to give them to you in a conversation that may become emotionally charged.

My reasons for wishing to resign are as I stated in my letter to you last Wednesday, July 3rd. Since you destroyed the letter, I am giving you another copy to refresh your recollection, and also in the hope that it will be in the record. The reason as stated was the controlling reason, namely; my work has become too heavy for me to carry in comfort and in health. I feel that I must seek employment with less complicated duties.

You will recall that last year you asked me to write up a work analysis of our operations and to make recommendations to you. I submitted such a report and recommended that certain of my time-consuming duties be taken over by a third employe or part-time employe. The major duties I had ^{hoped} to be relieved of are reading each week some 65 daily newspapers in addition to New York dailies, making cards for each clipping, etc. This has become almost a full-time job in itself. Many a weekend I have bundled up scores of these papers and taken them to my apartment to enable me to catch up with these duties on Saturdays and Sundays.

You took no action in regard to getting additional help and I did not urge it, but meanwhile the Association has been getting better known and inquiries for information are increasing constantly. The responsibility of trying to place source material in its proper place, and trying to keep some fairly good records available, in addition to administrative duties with innumerable interruptions, are just proving too much for me. You have seen on several occasions whereby one telephone call may take as much as two to three hours making other calls and digging out material to obtain answers. I know that Mrs. Gladys MacGee has been available to help in the evenings, and she has done so on numerous occasions, but no one from the outside can give the relief I have really needed. There is a great deal of time spent in the handling of statistical material. Getting clippings from newspapers, magazines, periodicals, releases, etc., clips for bulletins, information posted to cards, filing cards and clips. When time elapses, duplicate and triplicate cards show, and these must be destroyed; hence time and supplies are wasted. This work must be done by some one right in the office, during office hours. This file is growing all the time, and as it grows larger, the job of keeping it clean and active is getting more time-consuming.

Mr. Church

-2-

July 9, 1957.

So, rather than bring up the request again for additional help, I'd much prefer to drop out of the office quietly, and I hope in a friendly way, and leave you free to allocate the duties in accordance with your own best judgment. You have been kind indeed in advancing my salary twice since we have been working together, and I appreciate very much these voluntary acts on your part. However, the difficulty is not a matter of salary with me. I am being well paid. It is just a matter of not desiring to carry so much responsibility. Therefore, I prefer to drop quietly out of the picture, rather than enter into further discussion regarding the need for additional help. I feel it is a matter entirely up to you without any further pressure from me.

As to the effective date, now I personally would prefer it to be as soon as possible, but I also will be guided by your preference. I had thought in offering my resignation at this time, it would give you ample opportunity to bring in to the office a new assistant, and particularly this month, so that she could get indoctrinated during the summer when the Association is at its lowest ebb, and be ready on the return of from your vacation to take up the activities of fall programs with you. There is very little activity in the Association office in August as far as correspondence and calls from our member firms are concerned. If you feel that you cannot get a replacement that promptly, and feel your own vacation would be interfered with if I were to leave before you return, I will be willing to make the effective date as of your return. I will leave that matter to your own expression of preference.

In response to your statement, "I did not hire you; you owe an obligation to the Association, and I suggest you talk over this matter with Mr. Reinhardt and Dr. Marts". I have telephoned Dr. Marts and told him that I have resigned, as he originally hired me, so that suggestion has been complied with. This I could do on a personal basis, as he is not an officer of the Association. As to discussing the matter with Mr. Reinhardt, our President, I will be quite willing to do so, if he wishes. I do not feel free to go to him on my own initiative, as it would appear that I was going over your head to carry complaints to the President. I have no complaints. I just feel that the growing job here is getting beyond my strength and I want to be excused with as little notice and fuss as possible. I do not want to make a big thing of it. However, if you especially want me to advise Mr. Reinhardt of my resignation, I will do so, but I would appreciate it if you will pave the way by asking him to see me, or perhaps by sending him copy of this explanation. I'll be guided by your thinking on this.

I would like to have our relationship wind up in the same friendly way in which we have worked together. I do not wish to say anything not of a friendly nature. However, I do very much wish that you would revise your estimate of me, expressed in your statement yesterday afternoon, when you said you believed that I deliberately planned my resignation at a time that would spoil your 4-day holiday. I was so astounded at that statement I could not respond. I particularly want to say in this memo that I completely reject that accusation. In the first place, I do not think I am that kind of person; and in the second place, I had not the slightest desire to spoil your holiday. I am sorry you feel that way toward me, and I assure you, that you have misjudged me completely.

Sincerely,

July 18, 1957

Dear Mr. Reinhardt:

For the present, I simply want to acknowledge and thank you ever so much for taking the time to write me such a nice letter. Believe me, it affected me deeply.

Please be assured that I will not let the Association down. I esteem it highly, and will continue as promised to put forth earnest and sincere efforts in my work.

Again, thank you very much.

With kind regards.

Sincerely,

Mr. Herman F. Reinhardt, President
American Association of Fund-Raising Counsel
New York, 46, N. Y.

WARD, DRESHMAN & REINHARDT
INCORPORATED

CHARLES SUMNER WARD 1858-1929
CHRISTIAN H. DRESHMAN 1880-1955

OFFICERS:

HERMAN F. REINHARDT
CHAIRMAN OF THE BOARD AND PRESIDENT
EDWIN E. ARMSTRONG, VICE-PRESIDENT
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VICTOR R. LARSEN
RALPH L. MINKER
J. THEODORE MORRIS
EDWARD R. PIKE

48TH FLOOR
30 ROCKEFELLER PLAZA
NEW YORK CITY
PHONE CIRCLE 6-1560

July 15, 1957

SPECIAL DELIVERY

Miss Anne McCartney
49 Park Avenue
New York, New York

Dear Miss McCartney:

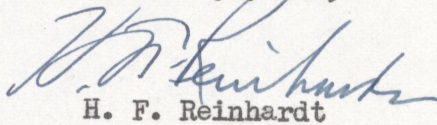
To say that I was surprised to see a copy of your letter of July 3rd to Mr. Church telling him of your decision to resign would be putting it mildly indeed. When I learned of this I told Mr. Church personally how I felt about it and asked him to tell you which I am sure he has done. I think you have rendered extremely fine service in the work of the Association and I am distressed beyond words to know that you have even thought of resigning.

It is most gracious and kind of you to be willing to stay on the job until the operation of that important office can be adjusted, and we do appreciate it very much.

May I offer the further earnest hope and suggestion that after further consideration you may feel you can continue with the Association under some different arrangement where some of the responsibility which you have been carrying might be distributed to others. You are one of the most affable and capable people I have ever known and I do hope that after you have had a good rest on your vacation you may find it possible to re-consider and decide to stay with us. Nothing would make me happier, as President, to be advised of this decision and I know that Mr. Church, as well as the other members of the Executive Committee, and the membership at large, would join me in this statement if they knew about it.

Regardless of what your decision is, I want you to know that you will always have my very best wishes, but I cannot refrain from saying once again that I hope and pray with all my heart that you will decide to stay with us.

Sincerely yours,


H. F. Reinhardt

HFR:fh

July 3, 1957

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American Association of Fund-Raising Counsel
500 Fifth Avenue
New York 36, N. Y.

Dear Mr. Church:

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WARD, DRESHMAN & REINHARDT

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CHRISTIAN H. DRESHMAN 1880-1955

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MARVIN V. SNELL

48TH FLOOR
30 ROCKEFELLER PLAZA
NEW YORK CITY
PHONE CIRCLE 6-1560

June 3, 1958

Miss Anne McCartney
The American Association of Fund-Raising Counsel, Inc.
500 Fifth Avenue
New York, New York

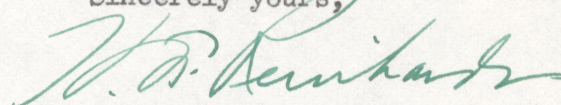
Dear Miss McCartney:

Just a word to say how much I appreciate all you did to make the 24th annual dinner of the Association such a fine affair, and also for all your help at the meetings on the 24th.

It has been a real pleasure to be associated with all of you at A.A.F.R.C. headquarters. Mr. Church, your good self and your associates have always been most gracious, generous and helpful in every way. Whatever has been accomplished during my term as president has been due in large measure to the able, prompt, willing and devoted manner in which all of you at headquarters have "held my hand", guided me over the rough spots and responded so promptly and in such fine spirit to any suggestion or request I have made. I will always be in great debt to you and will recall with real pleasure the many fine relationships it has been my great privilege to enjoy with you and your associates.

Thanks again for all you have done to make this such a rewarding and happy year. My best wishes to you now and always, in which Mrs. Reinhardt joins me.

Sincerely yours,



H. F. Reinhardt

HFR:mc

First IN FUND RAISING

Miss Mc Cardney

David M. Church

144-80 SANFORD AVENUE

FLUSHING 55, NEW YORK

Dear Miss McPartney -

Mr. Church and I hope you
will accept this small token of our
very great appreciation of the
unmeasurable helpfulness and kindness
you have given us -

And may you have great happiness
and good fortune wherever you go - DMC

