



## **Greater Kansas City Heart Association 1951 Heart Fund Scrapbook (K1247)**

**Collection Number:** K1247

**Collection Title:** Greater Kansas City Heart Association 1951 Heart Fund Scrapbook

**Dates:** 1950-1951

**Creator:** Shoemaker, W.F.

**Abstract:** The Greater Kansas City Heart Association 1951 Heart Fund Scrapbook is a single volume created by W.F. Shoemaker, campaign director of the 1951 Heart Fund and staff member of the Kansas City public relations firm Cumerford, Inc. The scrapbook includes clippings, printed material, and fundraising correspondence.

**Collection Size:** 0.1 cubic foot  
(1 folder)

**Language:** Collection materials are in English.

**Repository:** The State Historical Society of Missouri

**Restrictions on Access:** Collection is open for research. This collection is available at [The State Historical Society of Missouri Research Center-Kansas City](#). If you would like more information, please contact us at [kansascity@shsmo.org](mailto:kansascity@shsmo.org). Collections may be viewed at any research center.

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**Preferred Citation:** [Specific item; box number; folder number] *Greater Kansas City Heart Association 1951 Heart Fund Scrapbook* (K1247); The State Historical Society of Missouri Research Center-Kansas City [after first mention may be abbreviated to SHSMO-Kansas City].

**Donor Information:** The records were donated to the State Historical Society of Missouri by Michael Whittler through Dr. H. Denny Donnell on February 1, 2012 (Accession No. KA2013).

**Processed by:** Whitney Heinzmann, October 2019

**Historical Note:**

The Kansas City Heart Association was organized in September 1950, with Dr. A. Morris Ginsberg as president and Dr. Irene Keeling as secretary. Recognizing the need for sufficient funds to operate, the chapter hired public relations firm Cumerford, Inc. to complete a fund-raising survey and report. W.F. Shoemaker, an employee of Cumerford, Inc., was selected as the Heart Fund's campaign director. By December 1950, campaign plans were complete, and the Greater Kansas City Heart Association, an affiliate of the American Heart Association, began operations for the 1951 Heart Fund. Organizers selected the slogan "New Hope for Hearts." Contributions would be solicited to "aid in the fight against heart disease through research, education, and community service." The campaign was to run the month of February 1951.

In response to concerns made by the Chamber of Commerce about multiple fund-raising campaigns in Kansas City at the time, Heart Fund Chairman C.G. Roush agreed to limit requests to "less than 200 persons with vital personal interest in the fight against heart disease" while a Chamber committee worked out "a fair solution to the fund raising problem in our city." The balance of their minimum goal of \$30,000 would be accomplished through voluntary contributions of the public in 2000 plastic heart coin containers placed throughout the city by members of the Beta Sigma Phi International sorority and the Pythian Sisters.

**Arrangement:**

The collection has been arranged into one folder.

**Scope and Content Note:**

The scrapbook contains plans for the 1951 Heart Fund, letterhead, an organizational chart of the campaign fund leadership, a calendar of events, and templates for payment vouchers, expense reports, and prospect sheets. Included is a "Survey Summary for Kansas City Heart Association" prepared by Cumerford, Inc., which describes the creation of the Kansas City Heart Association and the results of a survey by Walter W. Reed to report on "the best methods of raising funds." The scrapbook also contains memos about the Heart Fund progress, event invitations and fundraising correspondence, brochures and other printed materials advertising the Heart Fund, and documents related to the efforts of Beta Sigma Phi and the Pythian Sisters in distributing and maintaining the plastic hearts for donations. The scrapbook also includes newspaper clippings related to the fundraising drive. No financial results from the campaign are included.

**Container List:**

Box 001 f. 1 Scrapbook, 1950-1951

**Index:**

Index Term	Folder
American Heart Association	1
Beta Sigma Phi	1
Fund raising	1
Greater Kansas City Heart Association	1

<b>Index Term</b>	<b>Folder</b>
Kansas City (Mo.)	1
Supreme Temple Order Pythian Sisters	1