



Every year on Labour Day weekend, Jerry Lewis monopolizes prime and even unprime time TV to raise money for children with muscular dystrophy. He seems to have limitless energy, and limitless capital with which to play for his is a glittery, showy production number. Big name stars, all personal friends of Jerry's drop by to sing, dance or joke their way across the stage, and to say a few sincerely kind words about Jerry and his kids. By the end of the weekend, poor Jerry is exhausted, but he musters that final, fleeting ounce of energy to read a poem he's written or a letter he's received from some little tot with MD and with that poem or letter pulls the heartstrings and the purse strings of some little old lady in Anytown, U.S.A.

Although we may all well be tired of canvassers knocking on our doors, forms pouring through our mail, or even Jerry Lewis pleading for money for his kids, we must nevertheless admit that sometimes the causes are good even if the gimmicks are bad.

Often times, students pass by the opportunity to give to a charity for numerous, and often legitimate reasons. Laziness, lethargy and apathy are not good excuses. Everyone can pick up the phone, when moved to tears by someone who pleadingly tells the plight of a child in a Third World Country, and make a pledge. How many people follow up that pledge?

These are hard times, I know that. These are especially hard

times for students who have to meet constantly rising tuition fees, escalating housing costs higher food prices. . . well, the list goes on. And students are apathetic, and lazy and I'm no different. But there is a saying. . . you have to help yourself before anyone else will help you, and it's true.

John Meagher doesn't have much in common with Jerry Lewis except that he's committed to making his fund raising drive successful. If he's not teaching or not in his office that usually means he's not even in the city. He's probably in Calgary or Toronto talking to those people who have donated their time in an effort to make the Third Century Fund successful. They want \$ 10,000,000 and our help.

If you don't know by now, what the Third Century Fund is I'll tell you. It's a fund raising project that if its goal is reached, will enable UNB to upgrade its facilities, do important research, offer more scholarships to more people, and basically enrich the lives of everyone who works, plays and studies at UNB. Out of the twenty-four finalized projects outlined in the booklet, that were stuffed in hundreds of

residence mail boxes and handed out personally to hundreds more students at registration, no less than twenty directly benefit the students.

Ten million dollars is a lot of money. Dr. Meagher isn't expecting the students to donate 9 million or even one million. All he wants, all anyone who is working for the campaign wants, is for students to show that they care. And if you open your eyes at all when you walk through UNB, then I don't see how you couldn't.

For the past three weeks *The Brunswickan* has been running articles about Third Century. Being a student I can understand why the student campaign has yet to be an overwhelming success. Students just don't have the money. Right? Well, if every student on this campus donated only \$1.00 - the organizers would be happy. No one is asking for a fortune. (And we don't have it to give anyway. . .)

But still, I keep thinking of all the people who donated money to the Cancer Association when Terry Fox started his cross country run. Yet, the majority of the money wasn't pledged or donated until after his run was stopped due to his worsening health.

I don't know what it takes for people to start caring, but I'd like to think it will happen before the SUB starts sinking, from despair, into the ground.

Think about it when you head up to the liquor store tonight. That's all anyone could ask.