

PARENT GROUP IS MILES FOR MILLIONS

Cont'd from page 1

The goal of the national group under the leadership of some socially conscious students at Western University-John Gorman is their leader-are attempting to raise \$50,000 for education purposes in under-developed countries.

The Toronto Varsity, University of Toronto student newspaper, quotes Mr. Gorman as stating that the drop in the bucket campaign is an opportunity for every post-secondary student in Canada to get involved with his fellow man.

"Students are demanding social change and this is one way for them to do something about it," says Gorman.

"If every student across Canada would give 25 cents which to our standard of living is just a drop in the bucket compared to their daily spending habits-it would go a long way," says the organizer.

The Varsity has some considerable criticism for the campaign along goal basis but states that the whole campaign is definitely on the up and up.

Their questions arise on the value of pumping our ethnocentrism into other countries, through educating the third world.

The organization behind Save a student campaign originated in Great Britain in 1919 with a dedicated Englishwoman, Eglantyne Jebb, who saw the impact of war and natural disasters on children and felt strongly that something should be done for them.

The organization after several names changes came to Canada in 1921 as Cansave and has several Canadian programmes in operation. The group has since taken out a Federal charter and is presently governed by a Board of Directors who last year raised \$1,535,401. in their various campaigns.

The parent group organizing this Drop in the bucket campaign are also the sponsors of such well received campaigns as Miles for Millions.

The promoted aim of drop in the bucket is to assist international education in accordance with the United Nations proclamation that 1970 is "International Education Year." "We wish to give everyone in the third world an opportunity for education," says promotional material.

Of interest to UNB students are the plans for a Canadian Save the Children Fund College Bowl to run in connection with the college Bowl to be held in Toronto late this month. This university may be represented at that game if the Bombers win tomorrow's game against Ottawa.

The whole campaign, with due respect to the good intentions of the campus IVCF is a very slick promotional drive which is basically hon-

est in that it is not ripping off money from students for devious promoters. Only 15 percent of the money raised is used in organizational overhead although that represents a substantial sum when the amount raised is in the millions.

The huge glossy professionally designed posters in abundance on campus were designed free of charge by the Toronto advertising firm of Spitzer Mills and Bates while a theme song for promotional purpose has been cast by RCA Victor.

The Varsity article found the casting of a theme song for a social protest movement quite entertaining and another paper thought that it would probably serve to change the whole context of certification of protest groups in the country.

The theme song is to be used in connection with the bucket push from Halifax and Vancouver, to Toronto for the College Bowl on November 21. The bucket push will stop at several campuses across Canada which are participating in the bucket bowl.

As yet, it has not been released when the specially prepared Chrysler trucks carrying two eight foot buckets will be at UNB. The trucks like everything else to do with the campaign are being donated in this case by Chrysler Corporation's social conscious, corporations social conscience, as are the special chauffeurs and paint used to decorate the trucks.

Just a drop in the bucket you understand. Now this might seem like a lot of money to be invested in raising \$60,000 dollars but it appears that it is just one way our American-Canadian industries can show their true moral and social tenor to the students of the world.

Lest the role of Imperial Tobacco company be not appreciated, it must be noted that those little brown cigar jugs of indestructible plastic with "smoke Old Port Cigars for that Rum-Wine flavour" number 10,000, at a slight cost to the company of \$6,000.

Despite the amount of money being donated by Canadian business to educate and encourage Canadian students to contribute to such a worthy cause, Mr. Gorman proudly boasts that the whole campaign is completely student organized.

The Varsity records Mr. Gorman as stating that Students need have no fear that their money will be well spent, and he gives his conception of how the money will be spent to help the illiterate third world.

"What we do is build a \$100,000 model school in Kingston, Jamaica then we can bring people in from all over the country and show them how it was built".

Then the natives go out and build copies of the public school all over the country. Native cultures and values cannot but help but thrive.

The author of the Varsity story raises some poignant points concerning international relations and the wisdom of sending our education methods and value judgements to the third world.

The following remarks are taken from that article as a suggestion, for those of an alternate opinion, and are not meant as a opportunity to to ruin the campaign.

The facts stand on their own and only a conscious decision by the individual can dictate the willingness to support the "Drop in the Bucket" campaign for the education of the Third World.

Cansave, and the students behind 'drop in the Bucket', do not seem to be aware of the fact that some foreign aid programs are in a state of spiritual crisis. CUSO, for example, is wracked with an internal split. A new faction is claiming that importing Western culture wholesale into the Third World is doing as much to destroy native initiative as the previous centuries of economic rape did to destroy their resources.

But Cansave hasn't heard about that, nor has John Gorman. And what is tragic is that John Gorman and Terry Morgan, behind their pinstripe suits, are quite honest and quite concerned. Their consciences, like those of the majority of us, are in turmoil.

But as the subconscious is to conscience, so is the pocketbook to charity. And the subconscious is warning that an honest Western withdrawal from the "less fortunate" countries might fray the pinstripe-and make it hard to find oil for the Chevy.

From this comes the very human rationalization that what's good for us is excellent for them. Now, since 'Drop' speaks so feelingly of education in this regard, why not look briefly at what 'education' really means in their terms.

In 'Black Skin, White Masks' Frantz Fanon describes what happened when the French bequeathed their schools and teachers on Morocco...and created the endless broken drama of black mothers beating their children for speaking Creole:

Speak only French, only French French like the Frenchman

French like in France French! French!

Does Fanon seem out to context, in this article? Small wonder, when you mix charity, social change and kissing booths in your concept of 'education'.

And if Fanon is out of context, how much more so is the larger question of whether we have anything to contribute to the Third World.

We give them the education that has deadened the minds of our own children.

From the education grows the industry and the society that's poisoning our own continent. The Western economy bears some comparison to the lung cancer patient who keeps a pack of cigarettes by his hospital bed to offer to visitors.....

Far from being disconnected, these matters are intimately interrelated. The occasional scientific voice is raising the possibility that the spreading of Western industry throughout the Third World would help destroy the already-precarious oxygen balance of the atmosphere.

But if we only collect enough quarters, perhaps some galactic businessman will appear to peddle breath to us...

Inchoate, say the drop-in-the-bucketers. To them pollution, culture disruption, the end of communities-all are dreadfully unconnected. Fragmentary. Irrelevant.

They are the servants who go forward with a bucket of quarters to educate the-ignorant World without end?

CUSO in the seventies

"CUSO's role in the Seventies" set the theme for the ninth annual meeting of Canadian University Service Overseas, held November 7-9 at Lac Beauport, near Quebec City.

In his first annual report since taking over as chief executive officer in July, Executive Director John Wood stressed the need for CUSO to respond to the new challenges confronting it in the Seventies.

He stated:

"The world society we live in is a dynamic one. The fact that developing countries are developing is reflected in their changing demands on us. If CUSO is to play a meaningful role in the international community, these changing realities must be faced in terms of organization, structure and objectives."

Commenting on a "signifi-

cant" difference in the type of personnel requested by overseas governments, the report noted: "Trained teachers, experienced health, natural resource and technical people are all in high demand but short supply."

CUSO--an independent, non-profit organization--currently provides more than 1,100 personnel to work for governments and agencies in over 40

please turn to page 12

EDUCATION

JUST A
25¢ DROP
IN THE
BUCKET

25¢ will open a kid's mind.

Buy better books,
better teachers,
better schools.

A better education
for kids in Africa,
India, South America
and Turkey.

And hell, what's
two bits anyway.