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\$2 beyond 75 miles from New York

The Path of Andrew Carnegie Leads to the Neediest Cases

By J. PEDER ZANE

Just as aspiring basketball players tack posters of Wilt Chamberlain on their wall, Peter W. Janssen kept a book commissioned by Andrew Carnegie on his nightstand. "Think Rich and Grow," by Napoleon Hill examined the lives of some of the world's richest men in order to provide a blueprint for success.

"The book helped me achieve my goals and financial security," he said. "But now it is time to go on from there, and like Carnegie, put that money to good use."

Mr. Janssen, a 32-year-old invest-

Previously recorded	\$4,711,178.16
Recorded yesterday	39,034.58
Total	\$4,750,212.74

ment banker, says his goal is simple: "I want to be the world's greatest philanthropist."

Why? After soaring through the roaring 80's, he says, he needs another reason for creating wealth. "When you make enough money where you're comfortable, then you're not striving," he said. "I needed a new goal and this gives me one with the right focus."

Mr. Janssen, a senior vice-president at D.H. Blair in Manhattan, took his first step toward his goal last week when he donated \$10,000 to The New York Times Neediest Cases Fund. He also convinced five co-workers to donate an additional \$11,800.

While Mr. Janssen may be modeling himself after Andrew Carnegie, he might also want to learn about Lillian Kent of Manhattan, a model of persistence. Despite tough times, she sent her 30th annual contribution to the Neediest Cases. "Although my income is lower this year than last and will be even lower next year (as a retiree the lowering of interest rates is not a joy to me)," she wrote in a letter attached to her \$100 donation, "I am maintaining the level of my 1990 contribution."

And there is the example of Phyllis and Martin Zelkind of Queens Village, a model of flexibility. "For the past 27 years our contributions were equal to the number of years we had participated," they wrote. "Consequently our check this year was to have been for \$28. But, the increase in the numbers of needy people and the problems they face compel us to double our contribution. Enclosed is a check for \$56."

Since it was founded in 1912 by Adolph S. Ochs, who was then the publisher of The New York Times, the Neediest Cases Fund has raised money for New York's sick, poor, and disabled. So far the 80th annual appeal, which concludes Feb. 29, has raised \$4.7 million from more than 15,000 donations.

The Times covers the campaign's overhead so that every dollar collected can be passed on directly to seven charities. The money provides many forms of relief, including food for the hungry, homes for the homeless, and clothing for those without. The seven charities also use the money to help people pay for operations, to help foster parents care for children with AIDS, and to help emotionally troubled adolescents get their lives back on track.

HOW TO AID FUND

Checks should be made payable to The New York Times Neediest Cases Fund and sent to P.O. Box 5193, General Post Office, New York, N.Y. 10087, or to any of these organizations:

BROOKLYN BUREAU OF COMMUNITY SERVICE, 285 Schermerhorn Street, Brooklyn, N.Y. 11217.

CATHOLIC CHARITIES OF THE ARCHDIOCESE OF NEW YORK, 1011 First Avenue, New York, N.Y. 10022.

CATHOLIC CHARITIES, DIOCESE OF BROOKLYN, 191 Joralemon Street, Brooklyn, N.Y. 11201.

CHILDREN'S AID SOCIETY, 105 East 22d Street, New York, N.Y. 10010.

COMMUNITY SERVICE SOCIETY OF NEW YORK, 105 East 22d Street, New York, N.Y. 10010.

FEDERATION OF PROTESTANT WELFARE AGENCIES, 281 Park Avenue South, New York, N.Y. 10010.

UNITED JEWISH APPEAL-FEDERATION OF JEWISH PHILANTHROPIES OF NEW YORK, 130 East 59th Street, New York, N.Y. 10022.

No agents or solicitors are authorized to seek contributions for The New York Times Neediest Cases Fund.

Contributions to the fund are deductible on Federal, state and city income taxes to the extent permitted by law.

To delay may mean to forget.